

## SUBJECTIVE QUESTIONS ANSWERS

- 1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

**Ans.** The top three variables in our model that contributes most towards the probability of a lead getting converted

- a. Tags\_lost to EINS
- b. Tags\_Closed by Horizzon
- c. Lead\_Source\_Welingak Website

- 2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?**

**Ans.** The top 3 categorical/dummy variables in the model that need to be focused the most for increasing the model probability of lead conversion

- a. Tags with will revert after reading the email.
- b. Last activity with SMS sent
- c. Lead origin with leads add form

- 3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.**

**Ans.** In the following situations phone calls must be done to the people /Leads:

- a. People spending lots of time in website this can be done by making the website easier to access and the webpage more interesting
- b. Visiting the website again and again
- c. Their last activity is through SMS
- d. Working Professionals

- 4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

**Ans.** In this situation

- a. Automated emails
- b. Automated SMS alert
- c. Emails and SMS can have attractive offers
- d. Do not focus on unemployed leads. They might not have the budget to spend on the course also business should not focus on students because they would not be willing to enroll into the course specially designed for working professionals.

