

Subjective Questions

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

1. Total Visits

The more visits a platform receives, the greater the chance of a lead converting into a customer, which is a positive contribution.

2. Total Time Spent on Website

A positive impact is made when leads spend more time on the website, as this increases the likelihood of them becoming customers. Therefore, the sales team should prioritize these leads.

3. Lead Source

The focus should be on this important feature, as it holds significant importance and relevance.

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?

The top 3 categorical/dummy variables in the model are given below

- Lead Origin_Lead Add Form
- Lead Source_Olark Chat
- Last Activity_Had a Phone Conversation

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.

1. Developing a model by taking into account different factors such as time spent on the site, total visits, lead references, and so on.

2. Offering interns a prepared model.

3. Initiating repetitive SMS and call communications, aiming to establish familiarity with them, discussing their issues, backgrounds, and assessing their financial situations.

4. Demonstrating to them that this platform/course will assist in advancing their careers and ultimately persuading them to convert.

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.

1. Avoid concentrating on leads who are unemployed as they may not have the financial resources to invest in the course.

2. Avoid targeting students as they are currently focused on their studies and may not be interested in enrolling in a course tailored for working professionals at this stage.

