

Subjective Question

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

Ans: These are the top variables that contribute towards the result

- Total Time Spent on Website
 - Total Visits
 - Lead Source with elements Google
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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: These are the top variables that contribute towards the result

- Total Time Spent on Website
 - Total Visits
 - Lead Source with elements Google
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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: One of the good strategies especially for leads who have been identified as 1 by the model is to do follow ups, which means to get back in touch with the leads after their initial call. It can be achieved with phone calls or sending nurturing emails. Also tracking previous conversations to know if the lead is interested in getting converted as a paying customer. Finally, lead nurturing which means sending various kinds of emails to keep the leads interested so as to choose the X Education instead of others. As for example, it can be emails of promos or other offers, such as rebate in interested courses if applied within a certain period.

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: During the quarter before the deadline, the company has very less time in its hand. So it is of utmost importance that it concentrates more on hot leads that have highest lead conversion rate. They should avoid useless calls and prioritize the leads. Prioritizing can be done on the basis of lead score. Leads that have more than 80% of lead score can be targeted.
