Assignment Subjective Questions and Answers

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   a. Total Time Spent on Website:
      i. Positive contribution
      ii. Higher the time spent on the website, higher the probability of the lead converting into a customer.
      iii. Sales team should focus on such leads.
   b. Lead Source :
      i. Positive contribution
      ii. If the source of the lead is a Reference, then there is a higher probability that the lead would convert, as the referrals not only provide for cashbacks but also assurances from current users and friends who will mostly be trusted - Sales team should focus on such leads.
   c. What is your current occupation_Student:
      i. Negative contribution
      ii. If the lead is already a student, chances are they will not take up another course which is designed for working professionals.
      iii. Sales team should not focus on such leads

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?**

   a. Lead Source_Google
   b. Lead Source_Direct traffic
   c. Lead Source_Organic search
   d. It would seem that the Lead Source plays an important role in scouting for leads that have a higher chance of converting.

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.**

   a. Target leads that spend the most time on X-Education site (Total Time Spent on Website)
   b. Identify leads who frequently visit the site. (Page Views Per Visit). However, given the frequency of visits, it's possible that they're doing so to compare courses from other websites. In order to ensure that competitive points where X-

Education is superior are prominently highlighted, the interns should be a little more assertive.
   c. Target leads that have originated via references since they are more likely to convert.
   d. Students can be addressed, but because the course is industry-based, their likelihood of converting will be reduced. To ensure market preparedness by the time students finish their school, nevertheless, this can also serve as motivation.

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.**

   a. Avoid focusing on leads who are unemployed. They might not have any money set up to pay for the course.
   b. Don't concentrate on students because they are already in school and wouldn't be willing to sign up for a course that was specifically created for working professionals at this early stage of the term.