Subjective Questions

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

Ans. Top 3 variables are as below:
- Total time spent on webisite
- Total visits
- Lead source with elements google

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. Top 3 categorical variables are as below:
- Tags lost to EINS
- Tags closed by Horizzon
- Tags Will revert after reading email

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. To maximize the conversions X Education might use phone calls either by call center or automated calls to people if:
- Users spend a lot of time on website. The user experience might further be enhanced by revamping the website also using SEO & SEM for website.
- Users last activity is through SMS or through Olark chat conversation.
- Users are working professionals or unemployed.

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. Strategy which the company might use is via email campaigns, targeted social media ads for marketing & remarketing, SMS. This will lead to reducing unnecessary cost of calling customers. This should be applied to customers that have a high probability of buying the course.