

## **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 Time Spent on Website
  2. Lead Origin
  3. What is current Occupation
  
- 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?**
  1. Lead Origin\_Lead Add Form
  2. What is your current occupation\_ Working Professional
  3. Lead Source\_Welingak Website
  
- 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.**

They can look at the Model and give the leads accordingly, the lead selection is very important in this scenario. Apart from selecting the leads based on the model the company can offer:

  - i. Discounts on one shot payments to the customers
  - ii. They can also give EMI options to their potential big ticket customers to attract them
  - iii. They should focus Working Professionals, who are constantly browsing the websites and spend more time on course payment page
  - iv. The customers who as very actively replying to their mails/SMS/any other correspondence should be tapped immediately.
  - v. If they receive any lead with reference then they should focus on them also.
  - vi. Sometimes the city also matters, as the paying capacity and awareness of the course is much
  
- 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. As they want to decrease the useless calling they can focus on the leads which prefer other modes of communication like email, SMS.
2. Once the customer is convinced on this and they seem interested or want a conversation then they can make calls
3. At this time they can also focus on customers with less probabilities and send them some written communications, they might be able to get some
4. They can ask for referrals from their customers during this period of time and start working upon the leads
5. They can check the status of customers who had asked to call back, sometimes these customers can be the spot on buying ones
6. The agents should send written communications to their potential chunk of leads so that a rapport is developed and the customer engagement is not 0, this can be helpful in the future