Case Study based Subjective Questions -

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

Ans . The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

· **Lead_Source_Welingak Website**

· **Lead Source_Reference**

· **Current_occupation_Working Professional**

Question 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 .

The top 3 categorical/dummy variables in the model that be focused most in order to increase the probability of lead conversion are:

- **Lead Source_Welingak Website**
  We should focus on more budget/spend on Welingak Website in terms of advertising, etc. to attract more leads.
- **Lead Source_Reference**
  We can provide discounts for providing references that convert to lead to encourage more references.
- **Current_occupation_Working Professional**
  We should develop tailored messaging and engage working professionals through communication channels based on their engagement impact

Question 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 .

- Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)

- Target leads that repeatedly visit the site (Page Views Per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more agressive and should ensure competitive points where X-Education is better, are stringly highlighted.

- Target leads that have come through References as they have a higher probability of converting

- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education

Question 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 .

- Do not focus on unemployed leads. They might not have a budget to spend on the course

- Focus on lead nurturing activities such as personalized emails, SMS's and targeted newsletters.

- Sending automated SMS to customers that have very good likelihood of getting converted

- Focus on building relationships with potential customers through other communication channels like email, social media, or chatbots.

THANK YOU