

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 Visits

- The greater the total number of visits to the platform, the higher the likelihood of the lead converting into a customer.

2. Total Time Spent on Website

- Increased time spent on the website correlates with a higher probability of lead conversion into a customer.
- The sales team should prioritize leads with longer website engagement.

3. Lead Source

- This aspect deserves significant focus and attention.

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. Lead Source_Olark Chat
3. Last Activity_Had a Phone Conversation

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.

1. Developing a comprehensive model that incorporates factors such as time spent on the site, total visits, leads' references, and more.
2. Furnishing interns with a prepared model.
3. Initiating a repetitive process of sending SMS and making calls to become more acquainted with leads, discussing their issues, backgrounds, and assessing their financial situations.
4. Demonstrating to them the platform/course's capacity to assist in career development and ultimately persuading them to convert.

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. Do not focus on unemployed leads. They might not have a budget to spend on the course
2. Do not focus on students, since they are already studying and would not be willing to enroll
into a course specially designed for working professionals, so early in the tenure