ASSIGNMENT SUBJECTIVE QUESTION AND ANSWERS

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:
   o Lead Source_Welingak Website: 5.44
   o Lead Source_Reference: 2.93
   o Last Activity SMS Sent 2.21

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: 5.44
      o We should focus on more budget/spend on Welingak Website in terms of advertising, etc. to attract more leads.
   • Lead Source_Reference: 2.93
      o We can provide discounts for providing references that convert to lead to encourage more references.
   • Last Activity SMS sent: 2.21
      o We should develop tailored messaging and engage folks through communication channels based on their engagement impact

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 make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their coefficients:

   • Focus on leads with high potential: Based on the given coefficients, leads from the following sources have a higher likelihood of conversion:
      o Welingak Website: 5.44
      o Reference: 2.93

o   Last Activity SMS Sent 2.21

Thus, the sales team should prioritize calling leads from these sources during the intern-hiring period.

- **Leverage effective communication channels**: Leads who have been sent SMS messages and have opened the emails are also more likely to convert.
- **Maximize website engagement**: Total Time Spent on the Website is also a good indicator of the lead's interest in X Education's services.
- **Maintain a multi-channel approac**h: Finally, the sales team should also make sure to follow up with leads who have interacted with X Education through multiple channels.

In summary, to make lead conversion more aggressive during the intern-hiring period, X Education should focus on leads from high-potential sources, leverage effective communication channels, maximize website engagement, and maintain a multi-channel approach

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: :

- The sales team can use email campaigns, messaging or social networking for business enhancement, to continue to be more productive.
- The Sales team may also use and deploy chatbots to interact
- Another strategy is that they can use chatbots to interact with the leads giving them with the essential information about the courses.
  Thus they can focus in calling only those leads which have a high probability score for conversion.