

Subjective Questions

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

Ans: The top three variables contribute most towards the probability of a lead getting converted are:

- (a) Tags
- (b) Last Activity
- (c) Lead Origin

- (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 are:

- (a) Tags_Closed by Horizzon
- (b) Tags_Lost to EINS
- (c) Tags_Will revert after reading the 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: They should make phone calls to people if:

- (a) They said that, they 'Will revert after reading the email'. Sometimes people forgot the things, so like a gentle reminder a phone call should be made to them.
- (b) If they had a conversation previously. Phone calls should be made to ask people what they thought about buying a course.
- (c) Their last activity is through SMS.
- (d) They were busy previously, call them again and convince about the courses.
- (e) They have added the form.

(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: In this condition the company should focus on other methods like automated email and SMS. This way the phone calls won't be required unless it's an emergency. Also, during this period the company should call only to the leads having lead score more than 80% or the **Hot Leads**.

