

Subjective questions

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

Answer -

Following are the three variables which contribute the most in probability of lead getting converted -

- Tags_Lost to EINS
- Tags_closed by Horizon
- Tags_will revert after reading the email

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?

Answer -

Following are the 3 dummy variables which should be focused -

- Tags
- Last Activity
- Lead Profile

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.

Answer: -

Then in this period the sales team should actively check the total visits and time spent by the leads on the platform. Whoever is visiting and spending ample amount of time on the platform , the sales team should stay in touch with that lead through mail , calls , sms etc. Anyhow the lead needs to be convinced by the sales team to buy the course in this period.

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.

Answer: -

If the target is achieved before the deadline then to minimize the number of phone calls the sales team can stop calling the students as there is a very rare chance that student will buy the course as it is designed for working professionals and also try to avoid contacting the freshers as early in the career they are not financially stable. Leads who have selected 'Do not email ' do not needs to be contacted.