Subjective Questions

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Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans. Below are the top 3 Variables that contributed most towards the probability of a lead getting Converted:

- ➢ Total Time Spent on Website.
- ➢ Total Visits
- ➢ Lead Source with elements Google.

Q2. 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. Below are the top 3 dummy variables that are focused most:

- ➢ Lead Source with elements Google.
- ➢ Lead Source with elements direct traffic.
- ➢ Lead Source with elements Organic Speech.

Q3. 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. Phone Calls must be done to Someone:

- ➢ Who Spends a lot of time on the Website & exploring its features.
- ➢ Who Visits the website very frequently or repeatedly
- ➢ Who is a working Professional.
- ➢ Whose last activity is through SMS or Olark Chat Conversation.

Q4. 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 Such Situations, one can use other methods to communicate like Automatic Emails or SMS. Where as for customer with high probability of buying the course, we can use calling option.