ASSIGNMENT SUBJECTIVE QUESTIONS

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 variable which contributes towards lead generation are

a) **Total Time Spent on Website:**

      With a coefficient of 4.4807, this variable shows that leads who spend more time on the website are much more likely to convert. This is the most influential factor in determining the probability of lead generation.

b) **LeadOrigin_Lead Add Form:**

      A coefficient of 4.0830 indicates that leads who originate from the "Lead Add Form" have a strong positive impact on lead generation, making it the second most critical factor.

c) **CurrentOccupation_Working Professional:**

      With a coefficient of 2.6098, this variable reveal that leads who are working professionals have a significant positive influence on lead generation.

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: We need to consider the variables with the highest positive coefficients. These coefficients represent the variables that have the most positive impact on the likelihood of conversion.

a) **LeadOrigin_Lead Add Form**:

      Coefficient of 4.0830 explain that Leads originating from the "Lead Add Form" have a positive impact on the lead conversion.

b) **CurrentOccupation_Working Professional:**

Coefficient of 2.6098 defines that Leads who are working professionals have a notable positive impact on the lead conversion.

c) **LastActivity_SMS Sent:**

Coefficient of 1.5463 describes about the Leads who received an SMS have impact on the lead conversion.

These are the top three categorical/dummy variables which have the highest positive coefficients, indicating that they have highest probability of lead conversion.

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:

a) Initially, targeting the top 30-40% of leads with the highest lead scores for immediate phone calls.
b) For leads who don't respond to phone calls, supplement with personalized follow- up emails and text messages to ensure maximum reach.
c) Prepare a well-structured and personalized script for phone calls.
d) Assign experienced sales representatives to supervise interns, provide guidance, and offer feedback to improve their outreach skills.
e) Encourage interns to share feedback from leads, such as objections or reasons for non-conversion.

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:

a) Utilizing the "lead_score" column to identify leads with higher potential and engagement.

b) Shifting the focus from phone calls to email campaigns.

c) Implement automated drip campaigns that deliver a series of informative emails to leads over time.

d) Reserve phone calls for exceptional cases where personal communication is crucial, such as high-value leads or specific inquiries that require immediate attention.

e) Utilize this period to provide additional training to the sales team in areas like objection handling, negotiation, or new product knowledge.