

## 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 variables in our model that contribute towards the probability of a lead getting converted are as follows:

1. Total Time Spent on Website (coef value: 4.5523)
2. Lead Origin - Lead Add Form (coef value: 3.7035)
3. Last Notable Activity - Had a Phone Conversation (coef value: 3.3464)

- 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 three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are as follows:

1. Lead Origin - Lead Add Form (coef value: 3.7035)
2. Last Notable Activity - Had a Phone Conversation (coef value: 3.3464)
3. What is your current occupation - Working Professional (coef value: 2.3496)

- 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: - The strategy that X Education should employ at this stage can be as follows:

1. They should make the website more interesting since the total time spent on the websites by the leads is the main variable that will help in conversion.
2. The origin of the leads from Lead Add Form should be given more priority since they have higher chances of conversion as compared to the other lead origins.
3. The leads having their last notable activity as a Phone Conversation should be given more preference as they have a better conversion rate.
4. Priority should also be given to those leads who are working professionals since they have better conversion rates compared to the leads of other occupations.

- 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 strategy that X Education should employ at this stage can be as follows:

1. Lead sources like Olark Chat and Welinkak Website should be given importance and should be made interesting to help in conversion.
2. Working professionals can be contacted via SMS or Email as they will prefer to go through them at their preferred time which will help in conversion.
3. Sales team should focus on the converted leads by informing them about new courses, services, job offers, future higher studies and resolving queries. This will help retaining the existing leads.