

## SUBJECTIVE QUESTIONS

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

Ans. These are the top variables that contribute towards the result

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

- 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. Top 3 Categorical/Dummy variables to increase probability are:

- Lead Source with elements google
- Lead Source with elements direct traffic
- Lead Source with elements organic search

- 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. Strategy for making lead conversion more aggressive during the intern hiring phase:

- Call people who spend a lot of time on the website by making the site engaging to bring them back.
- Call those who return to the website repeatedly.
- Call those whose last activity was through SMS or Olark chat.
- Call working professionals.

- 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. Strategy when the company reaches its target early:

- Focus on automated emails and SMS to minimize unnecessary phone calls.
- Use the above strategy only for customers with a high chance of buying the course.