

Subjective Questions

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

Answer: The following three variables have been identified as the most significant contributors to the probability of a lead converting into a customer:

1. Lead Source_Welingak Website
2. What is your current occupation_Working Professional
3. Last Activity_SMS Sent

Q2. What are the top three categorical or dummy variables in the model that should be prioritized to increase the likelihood of lead conversion?

Answer: The top three categorical or dummy variables that the company should prioritize to enhance lead conversion rates are as follows:

1. **Lead Source (Google):** This category captures leads originating from Google, a key source of high-conversion traffic.
2. **Lead Source (Direct Traffic):** Direct traffic is another important channel, encompassing individuals who directly type in the website URL, often indicating a strong pre-existing interest.
3. **Lead Source (Organic Search):** Leads arriving via organic search results are also highly valuable, reflecting the effectiveness of search engine optimization efforts.

Q3. X Education has a period of two months every year during which they hire interns, with the sales team receiving around 10 interns. During this period, they aim to make lead conversion more aggressive. The goal is to convert almost all potential leads predicted by the model as highly likely to convert. What strategy should they adopt to achieve this?

Answer: During this phase, an aggressive strategy focused on engaging potential leads is recommended. The company should implement the following measures:

1. **Target Leads Who Spend Significant Time on the Website:** Focus on leads who exhibit high engagement by spending extended periods on the website. This can be achieved by enhancing the website's appeal to encourage repeat visits.
2. **Prioritize Repeated Visitors:** Leads who return to the website multiple times should be prioritized, as their repeated engagement indicates increased interest and conversion potential.
3. **Leverage SMS and Olark Chat:** Pay close attention to leads whose last interaction with the company was through SMS or the Olark chat feature, as these channels indicate active engagement.
4. **Target Working Professionals:** Leads identified as working professionals should also be prioritized for outreach due to their higher likelihood of being decision-makers or having purchasing power.

Q4. At times, the company reaches its quarterly targets ahead of schedule. When this occurs, they prefer that the sales team shifts focus to other tasks. During this period, they aim to reduce the frequency of unnecessary phone calls. What strategy should be employed to minimize unnecessary calls?

Answer: In such circumstances, the company should adopt a more selective approach to phone outreach, utilizing alternative communication channels such as email and SMS for the majority of their engagement efforts. Specifically, they should:

- 1. Emphasize Automated Emails and SMS:** By using automated emails and SMS, the sales team can maintain customer engagement without the need for constant phone calls.
- 2. Reserve Phone Calls for High-Priority Leads:** Phone calls should be made only to leads who demonstrate a very high probability of conversion, thereby minimizing wasted efforts and maximizing efficiency.

This strategy ensures that phone outreach is reserved for the most promising leads, while other leads are nurtured through less time-intensive channels.