

Assignment Subjective Questions & Answers

- 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 contributing most to the probability of lead conversion are:

1. Lead Source with "Google" elements
2. Total Time Spent on Website
3. Total Visits

- 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 3 categorical/dummy variables to focus on for increasing lead conversion probability are:

1. Lead Source with "direct traffic" elements
2. Lead Source with "organic search" elements
3. Lead Source with "Google" elements

- 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. Phone calls should target potential customers who:

1. Are working professionals: Regular follow-up ensures engagement.
2. Spend ample time on the website: Make the site engaging to keep them interested.
3. Show repeated website visits: Indicates interest and potential readiness to convert.
4. Engage through SMS or Olark chat: Direct communication channels show active interest.

- 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. At this stage, when the company has already reached its quarterly target and wants to minimize useless phone calls, it's crucial to prioritize efficiency and focus on maximizing the impact of each interaction. One strategy they can employ is to implement a lead scoring system combined with targeted email campaigns.

Lead Scoring: Develop a model to assign scores indicating conversion likelihood based on historical data and behaviors.

Targeted Email Campaigns: Send personalized emails to 'Hot Leads' identified through lead scoring, offering relevant course suggestions and incentives.

Automation: Utilize tools to automate email campaigns, scheduling personalized emails based on lead engagement.

Follow-up Strategy: Implement automated follow-up emails to nurture leads and encourage conversion.

Performance Monitoring: Continuously monitor campaign metrics to optimize effectiveness and adjust lead scoring criteria as needed.