

# **Subjective Questions**

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

Top 3 variables in model which contributed most towards the probability of a lead getting converted are:

- Total time-spent on Website: The total time-spent by customer on the website, more than time spent on website by other customers, so upon reviewing customers time-span on website will be high on lead generation.
- Current Occupation Unemployed: Unemployed people are generating more leads as unemployed people are trying to get enrolled upon courses and trying to learn new set of skills on new course.
- Total Visits: Total number of clicks upon website link, hit by customer on the website, will be higher the visit. That will be leading for new lead generation.

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?

Top 3 Categorical/Dummy variables in the model which should be focusing on in order to increase probability of lead conversion:

- Last Activity SMS Sent: Last activity SMS been performed by customer via SMS, upon which response lead can be generated. Higher SMS sent, more will be lead conversion.
- Lead Origins Lead Add-Form: Coming to the Origin identifier with which customer who was identified to be lead, via Add-forms, as upon filling it up it represents Lead. More leads are added, higher will be conversation rate.
- Lead Source Olark Chat: Coming to the final source, original identifiers which was identified to be lead via Olark Chart method, hence with more leads will be higher conversation rate.

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.

Coming to the query, upon lead generation with predicted value 1 as per model; upon reviewing we have possible strategies:

- Lead generated and identified by model as per time spend on X-Education site. (Total time spent on website)
- Lead generated as per customer visited website multiple times, compared to other customers (Total number of visits)
- Lastly, leads generated by unemployed customers who have visited Website for enrolling upon course, since they might be interested for upgradation.

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.

Coming to the query, we can suggest:

- Leads can be generated by SMS, and spread Course information.
- X-Education could focus upon unemployed people as they might be interested upon enrolling course as per data set upon website visit, rather than focusing on students who are already committed upon their studies.