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 influencing the likelihood of a lead being converted are:
   1. <u>Total Visits</u>
      - Positive contribution
      - Higher Total number of Visits to platform, higher the probability of the lead converting into a customer
   2. <u>Total Time Spent on Website</u>
      Positive contribution
      - Higher the time spent on the website, higher the probability of the lead converting into a customer
      - Sales team should focus on such leads

   3. <u>Lead Source</u>
      - It is the important feature which should be focus

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: To enhance the probability of lead conversion, prioritize these top three categorical variables:

   1. <u>Lead Source social media</u>: Leverage this channel to target and engage leads effectively.

   2. <u>Lead Source Reference</u>: Focus on referrals to capitalize on trusted networks.

   3. <u>Lead Source Olark Chat</u>: Optimize live chat interactions to convert website visitors into customers.

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: To maximize lead conversions, the following strategy is recommended:

1. Making a model by considering various points that required for model likewise Time spent on site, total visits, leads reference, etc.
2. Providing interns a ready model
3. Start sending SMS and making calls repetitively, Try to get more familiar with them, discussing their problem, background, looking their financial condition
4. Prove them that this platform/course will help them building their career and finally convert them

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: To avoid wasteful efforts, the company should implement the following:

1. <u>Exclude Leads Who Do Not Match Financial Eligibility</u>: Filter out leads who do not currently have the financial means to afford the course. This reduces unnecessary follow-ups.

2. <u>Prioritize Working Professionals Over Students</u>: Since the course is tailored for working professionals, de-prioritize student leads who might not require the offering at this stage. Focus efforts where there is a higher likelihood of conversion