

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

Answer. – As per my model these are the three variable that contribute most towards probability of a lead getting converted: -

- A. Total visits
- B. Page views per visit.
- C. Total Time Spent on Website.

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?

Answer. – A. Tags
B. Last Activity, and
C. Last notable activity.

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.

Answer. – Based on Tags, lead quality and last notable activity, interns should pitch the product/course via both mail notifications and making personal calls as it can clear their major doubts and help them in taking timely and positive decisions.

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.

Answer. -Company can utilize this time to enquire from customers what are the possible reasons for rejection from the client, so that they can improve wherever improvements are needed, be it pitching process, the way course is designed, its price, associations and affiliations it is providing and finding out other factors.