

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 key variables that significantly influence conversion are:

- Total Time Spent on Website
- Total Visits
- Lead Source, particularly Google

- 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 three categorical/dummy variables to enhance conversion probability are:

- Lead Source, specifically Google
- Lead Source, particularly direct traffic
- Lead Source, especially organic search

- 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 be prioritized for individuals who:
- Spend considerable time on the website, which can be enhanced by making the site more engaging to encourage return visits.
- Show repeated visits to the website.
- Had their last interaction through SMS or an Olark chat conversation.
- Are currently working professionals.

- 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. In this scenario, the focus should shift to methods such as automated emails and SMS communications. This approach will minimize the need for phone calls unless an urgent situation arises. The prior strategy can still be applied, but only to customers with a very high likelihood of purchasing the course.