

# Assignment 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 in your model which contribute most towards the probability of a

lead getting converted are:

- Total Time Spent on Website.
- Total Visits
- Lead Source with elements 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 3 categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are:

- Lead Source\_Welingak Website
- Lead Source\_Reference
- Current\_Occupation\_Working Professional

**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:** Here are some strategies that X Education can use during their intern hiring period to increase their lead conversion rate:

- They spend a lot of time in the website and this can be done by making the
- website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly
- Their last activity is through SMS or through Olark chat conversation
- They are 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:** During the period when the company reaches its target for a quarter before the deadline, the sales team can shift their focus to other activities such as lead nurturing or engaging with existing customers. This can help to maintain customer satisfaction and potentially lead to upselling opportunities in the future.

To minimize the rate of useless phone calls, the company can implement a lead scoring system that ranks the leads based on their likelihood to convert. The sales team can then prioritize their outreach efforts on the leads with the highest scores, increasing the chances of making a successful conversion. Additionally, the team can send personalized and targeted emails to the leads with lower scores to nurture them until they are ready to convert.