

Subjective Q&A

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

The top three variables in our model which contribute most towards the probability of a lead getting converted are

- a. *TotalVisits*
- b. *Total Time Spent on Website and*
- c. *Lead Origin_Lead Add Form*

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?

The top 3 categorical/dummy variables in our model which should be focused the most on in order to increase the probability of lead conversion are

- a. *Lead Source_Direct Traffic*
- b. *Total Time Spent on Website*
- c. *Last Activity_Form Submitted on Website*

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.

The interns can focus more on the phone calls to the below category people. Since these columns have been predicted as 1 by the model,

- a. *Last Notable Activity_Had a Phone Conversation*
- b. *What is your current occupation_Working Professional*
- c. *Last Notable Activity_SMS Sent*
- d. *Total Time Spent on Website*
- e. *Last Notable Activity_Unreachable*

Hence by targeting the above set of people the company can convert more lead conversation.

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.

Since the company has already achieved its target before the deadline and also they have planned not to make some unnecessary phone calls to the customers. The Sales team can focus on Social Media Marketing, Email Campaign to the new customers with high chance of joining and old customers for any referral leads.