

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

ANS - The top 3 variables are –

- a) Total Visits to the website because of Positive contribution and when there are higher total number of visits to platform, there is a higher probability of the lead converting into a customer.
- b) Total time spent on website because of positive contribution and higher the time spent on the website, higher the probability of the lead converting into a customer and sales team should focus on such leads.
- c) Lead Source as 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 – 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 are -

- a) Lead Origin Lead Add Form
- b) Lead Source Olark Chat
- c) Last Activity Had a Phone Conversation

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 –

- a) Making a model by considering various points like time spent on site, total visits, leads reference, etc.
- b) Providing a model ready and easy for the interns
- c) Start sending SMS and making calls repetitively, try to get more familiar with them, discussing their problem, background, looking their financial condition.
- d) Explain how 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 –

a) Do not focus on unemployed leads as they might not have a budget to spend on the course.

2. Do not focus on students as they are already studying and would not be willing to enroll into a course specially designed for working professionals.