

SUBJECTIVE QUESTIONS

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

ANSWER: The top 3 variables which contributed most towards the probability of a lead getting converted are:

1. The total time spent on the website.
 2. The total number of visits.
 3. The lead source being 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?

ANSWER: The top 3 categorical variables to focus on to increase the probability of lead conversion (in decreasing order) are:

1. Leads sourced from 'Google'.
 2. Leads sourced from 'Direct search'.
 3. Leads sourced from '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.

ANSWER: To maximize lead conversion during this period, X Education should consider the following strategy:

- Prioritize contacting leads with the highest probability scores as predicted by the model.
- Focus on individuals who have spent significant time on the website, as this indicates a strong interest.
- Target leads who have visited the website multiple times, showing their sustained interest in the product.
- Pay special attention to working professionals, as they may be actively seeking advancement opportunities.
- Reach out to leads whose last interaction was through SMS or Olark chat, as they are likely engaged and responsive.

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: During periods when the company has already met its targets and wants to minimize unnecessary phone calls, the following strategy can be employed:

- Shift the focus to automated methods such as SMS and emails, which can efficiently target highly interested leads without requiring direct contact.

- Implement a threshold probability score (e.g., 70% or higher) for phone calls, ensuring that only the most promising leads are contacted, thereby increasing the conversion rate while reducing unnecessary calls.
- Prioritize leads who have spent considerable time on the website and have visited multiple times, as these behaviors indicate a strong interest and higher likelihood of conversion through minimal interaction.