

# SUBJECTIVE QUESTIONS WITH ANSWERS

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Q1. 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 are follows-

- Current occupation of Student
- Time spent on the website
- Lead Origin

Q2. What are the top 3 categorical/dummy variables in the model that should be focused on to increase the probability of lead conversion?

Ans: The top three categorical/dummy variables that should be focused on the most in order to increase the probability of lead conversion are:

- a. Lead source
- b. Specialization
- c. City

Q3. 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: During the period when X Education hires interns and wants to make lead conversion more aggressive, they can employ the following strategy:

- Prioritize leads with a high probability of conversion. Focus on leads that have been predicted as 1 by the model, indicating a higher likelihood of conversion.
- Increase the volume of phone calls: Allocate more resources to making phone calls to potential leads during this phase.
- Personalize the communication: Train the interns to effectively communicate the value proposition and benefits of X Education, tailored to each lead's specific interests and needs.
- Track and analyze results: Monitor the conversion rates during this phase and analyze the effectiveness of different approaches to optimize the strategy further.

Q4. 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:

- Do not focus on unemployed leads. They might not have a budget to spend on the course.

- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure
- Continuously monitor the lead conversion rates and adjust the strategy based on the effectiveness of different channels and approaches.