ASSIGNMENT SUBJECTIVE QUESTIONS

Question 1

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

Ans:

The top variables from the model that contribute towards lead conversion are

• **Total Time Spent on Website** :- Higher the time spent on the website, higher the probability of the lead converting into a customer

• **Lead Source _ Welingak Website:-** Lead sourcing is one of the important variable. More sources like different websites, search engines, references help in converting the lead to customer.

• **What is your current occupation _ working professional :-** Lead conversion can be seen in working professionals.

Question 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 variables in our model, that should be focused are as below: -

- **What is your current occupation_Student** - Focusing on Students is important so that the number of conversions to customer would increase

- **Lead source_reference** – focusing on sourcing from references is important so that leads can have better view from the reference and conversion would increase.

- **Last Activity_Had a Phone Conversation-** focusing on having a phone conversation is important to engage the lead and provide the right details. This would help in lead conversion.

Question 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:

With the new interns company can focus on below strategy to make lead conversion aggressive

- Invest in building a good website which can hold the attention of the visitor.
- Engage with the Unemployed and students. Provide the courses that would enrich their skills and also helps in career aspect.
- Maximize the lead sourcing channels.
- Track the last activity by the lead and take action appropriately so that it can help in conversion. Example: Email bounced , email click linked, resubscribed to emails.

Question 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:

In order to avoid the manual phone calls company can try some of the options like

automated emails, SMS and alerts, automated phone calls and self-help on chat Bot etc.

As a long-term strategy company can also invest in building intuitive website and videos which will be available for leads for self-understanding.

This way leads can be acquired and only on extreme necessity phone calls can be initiated for the Hot leads.