

Subjective Questions

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

- Total Visits

Positive contribution

Higher Total number of Visits to platform, higher the probability of the lead converting into a customer

- Total Time Spent on Website

Positive contribution

Higher the time spent on the website, higher the probability of the lead converting into a customer

Sales team should focus on such leads

- Lead Source

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?

- Lead Origin_Lead Add Form
- Lead Source_Olark Chat
- 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.

- Developing a comprehensive model that incorporates key factors such as time spent on the site, total visits, lead referrals, and more.
- Offering interns, a readily available model.

- Commence a repetitive outreach strategy involving SMS and calls to foster familiarity. Engage in discussions about their concerns, backgrounds, and assess their financial situations.
- Demonstrate the platform/course's potential in aiding career development, ultimately leading to successful conversions.

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.

- Avoid prioritizing unemployed leads as their budget constraints might hinder their ability to invest in the course.
- Refrain from concentrating on students, as their ongoing studies might dissuade them from enrolling in a course tailored for working professionals, particularly early on in their academic journey.