Subjective Questions

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

1. **Total Visits**

Positive contribution was found, it seems the higher the number of visits to the website the

higher the chances for a lead to be converted as a Customer.

2. Total Time Spent on Website

1) Positive contribution was found, it seems the higher the time spent spent on website, the higher the chances of a lead to be converted as Customer.

2) Sales teams are advised to focus on such leads.

3. Lead Source

1) Lead Sources are also an important feature while analysis, this implies that the source from where lead has come is very important, The Xeducation can focus on such sources for effective and efficient marketing.

Ques 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?

1. Lead Origin_Lead Add Form

2. Lead Source_Olark Chat

3. Last Activity_Had a Phone Conversation

Ques 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.

1. Create an effective model considering the suggested important variables like "Time spent on site", "total visits", "leads Source, etc.

2. Make the created model available for interns to use to identify high conversion probability leads.

3. Start Communicating with the identified leads by sending SMS and making phone calls repetitively, make them aware about the benefits of the course and carrier transition they can have, listen to their problems if they have any, like finances or education background etc. Become more familiar with them.

4. Let them build their trust on you and convert them as customer.

Ques 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.**

1. First identify high conversion probability leads using the created ML model

2. send them sms or WhatsApp what so ever be the communication channel company is using and ask for the best time to call them or have a talk with them.

3. Do not focus on unemployed leads. They might not have a budget to spend on the course, but its not suggested to overlook the possibility of conversion, if company can help them to avail loan for the course and they are eligible and willing to take such action, then sales team should give at-least one try to such leads.

4. Student leads are not advised to be focused on as they are already studying and would not be willing to enrol into a course specially designed for working professionals, so early in the tenure.