

## **Subjective Questions**

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

The top three variables that typically contribute most towards the probability of a lead getting converted are:

**Lead Origin:** This variable indicates how the lead was generated, such as through a web form, referral, or social media, and can significantly impact conversion likelihood. If the lead origin is through a Lead Add Form it has higher conversion likelihood.

**Tags:**

Tags indicate the segment/comment for the lead. When the Tags is will revert after reading the email it leads to higher conversion

**Last Activity:**

Last Activity indicates what was the last interaction with the lead. It can be SMS sent, Email Opened, Had a call etc. According to the model the last activity is SMS sent has a positive impact on conversion

**Total Time Spent on Website:**

The amount of time a lead spends on the website is a strong indicator of interest and engagement, which correlates with higher conversion rates.

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

- Lead Origin Lead Add Form
- Tags Will revert after reading the email
- Last Activity SMS sent

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.

- Track the people who spend good amount of time on the website and call them
- If the users last activity was through phone or SMS, target them for a conversion call
- Connect with all of the working professionals in the population as they have the highest conversion rate
- Leverage interns for outreach to the users falling into the above buckets

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.

- Automated/scheduled emails, SMS to potential leads to maintain engagement and continuous touchpoints.
- Implement automated campaigns targeting the leads without unwanted calls.
- Track time spend on website for potential leads and have chat bot communication with them
- Set up self-serve options to customers throughout the website, which would cater to their inquiries, information and help complete the process independently.