Subjective Questions and Answers

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

    Ans: The followings are the top variables that contribute towards the result
    a. TotalVisits
    b. Total Time Spent on Website
    c. Occupation_Other

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 bellow mentioned are the top 3 categorical/dummy variables in the model which should be focused
    a. Occupation_Other
    b. Occupation_Student
    c. Occupation_Unemployed

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: People must be contacted by phone if:
    ● They spend a great deal of time on the website, which may be accomplished by making the site more engaging and attracting them back to the site.
    ● They are seen returning to the website again and again.
    ● They are students.

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 this case, businesses must concentrate more on automated email and SMS. This manner, calling will only be necessary in the case of an emergency. The aforementioned technique may be used, but only with consumers who have a high intent to buy the course.