SUBJECTIVE QUESTION AND ANSWER

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

Ans: The top three variables which contributes most towards the probability of lead getting converted are:

  1. Lead Source_Welingak Website
  2. Lead Source_Reference
  3. Current_occupation_Working Professional

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 3 categorical/dummy variables in the model that be focused most in order to increase the probability of lead conversion are:

  1. Lead Source_Welingak Website: 5.39
  2. Lead Source_Reference: 2.93
  3. Current_occupation_Working Professional: 2.67

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: To increase lead conversion throughout the intern-hiring period, X Education can use the following technique based on the given variables and their coefficients:

1. Focus on high-potential leads: The coefficients indicate that leads from the following sources are more likely to convert:

Welingak website: 5.388662,

Reference: 2.925326.

Working Professional: 2.669665.

2. Leads who have been sent SMS messages and have opened the emails are also more likely to convert.

3. The sales team should also prioritize calling leads who have spent a significant amount of time on the website.

Prioritise calling leads from these sources during the intern-hiring cycle.

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: To minimize the rate of useless phone calls when the company reaches its sales

target for a quarter before the deadline, the sales teams should follow the below strategy:

1. Prioritise lead nurturing activities including personalised emails, SMS, and targeted newsletters.

2. Work with sales, management, and data scientists to improve the model and receive input on successes and failures.

3. Develop a strategy for offering discounts or incentives to persuade potential customers to take action.

4. Use several communication channels, including as email, social media, and chat bots, to create relationships with potential customers.

5. Collect feedback from existing customers to enhance lead quality and conversion rates.