

Subjective Assignment

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

Ans.1. As per the problem statement provided, the variables in this model which contributed the most of getting lead converted are:

- a. **Total time spent by an individual in the company's website:** The more time spent or the reputation of website visit by a lead in the company's website by doing activities like watching videos, reading about the courses and its details etc. would increase the probability of getting converted. Hence, sales team could focus more on these leads and can contribute positively
- b. **Current occupation:** If the data reference to the leads who are already a student in the X Education, then the chances of these leads enrolling for another course might not take up hence these would less potentially lead and sales teams could put these leads on low priority. These will be a negative contribution
- c. **Leads Source Reference:** If the source of the lead is through a reference, then the chances of getting the lead conversion are more due to factors like trust, assurances, cashbacks etc hence sales team should focus more on these leads and can contribute positively

Q.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.2. As the source of Leads is a crucial factor which plays an important role in an exploration of leads which could be potential consumers. Below are the top 3 categorical/dummy variables in the model which should be focused:

- Lead Source_Reference
- Lead Source_Social Media
- Lead Source_Olark Chat

Q.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.3. As company's sales team has plenty of time and resources of 2 months along with 10 interns dedicated for this activity. In this scenario, team could look at strategizing this activity by focusing more on the low potential leads who can get conversion by various means like phone calls, email/digital advertisement's etc as this would provide them an opportunity for them to increase the overall conversion rate of the quarter/month.

Company could strategize to focus more on below:

1. Based on occupation – Students base or existing students could be targeted as they have the lowest conversion hence by leveraging motivational points company could target these leads

2. Time spent and repetition of visits or no of clicks – leads who have repeatedly visited company's website, spent good amount of time in understanding and searching are the potential leads who can be targeted for conversion
3. Lead Source_Welingak Website : As conversion rate is higher for those leads who got to know about course from 'Welingak Website',so company can focus on this website to get more number of potential leads.
4. Last Activity_SMS Sent: Lead whose last activity is sms sent can be potential lead for company.
5. Lead Origin_Lead Add Form: Leads who have engaged through 'Lead Add Form' having higher conversion rate so company can focus on it to get more number of leads cause have a higher chances of getting converted.

Q.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.4. During this quarter, company could focus on hot leads that have high conversion rate and avoid leads who are currently unemployed state or already existing students who are undergoing any course in X education platform.