

SUBJECTIVE QUESTION-ANSWER FOR CASE STUDY

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

Answer: - The top three variables which contribute towards the probability of a lead getting converted are: -

1. **Total Visits**
 2. **Total Time Spent on Website**
 3. **When the lead source is:**
 - **Google**
 - **Olark chat**
 - **Organic search**
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?

Answer: - top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are: -

1. **Lead Origin_Lead Add Form**
 2. **What is your current occupation_Working Professionals**
 3. **Lead Source_Olark Chat**
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.

Answer: - Phone calls must do to: -

- People who have visited website more frequently.
 - People who have spend a lot of time in website and due to this reason, We can also try to make website look more attractive and user-friendly.
 - Leads that we got from Lead-Add form or Olark Chat or from Google.
 - People who are working professionals.
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.

Answer: - Since Company has already reached its target for a quarter before the deadline and Company wants their salesman to focus on some new work. So, for meanwhile company can do Automated mails with brief description about course and placement. Company can also increase advertisement through Search engines and social media. Along with this if few calls will be preferred, the call should make to intermediate lead score customers, this would mean that they are customers who have a potential of being converted but would require some persuasion, whereas the customers with a high lead score likely don't need contacting during this time as they are customers who are probable to enroll in the programs themselves, and don't require a lot of convincing.