SUBJECTIVE QUESTIONS

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted ?

Ans :- These are the main variables that contribute to the outcome.
- ❖ Total time spent on the website.
  Contribution that is very much constructive. The more time spent on the website, the more likely the lead will convert into a customer. Such leads should be prioritized by the sales team.
- ❖ API brings a higher number of leads as well as conversion.
- ❖ Landing Page Submission brings a higher number of leads as well as conversion.

Q2. 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 :- Top 3 Categorical/dummy variables in the model are :-
- ❖ Lead Source is Add forum
- ❖ Total Time Spent on Website.
- ❖ Lead Source Olark Chat.

Q3. 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 :-
- ❖ Leads who spend a lot of time on the X-Education website should be targeted (Total Time Spent on Website)
- ❖ Leads who return to the site should be targeted (Page Views Per Visit). However, they may be returning to compare courses from other sites, as evidenced by the high number of visits. As a result, interns should be a little more aggressive, emphasizing competitive aspects where X-Education excels.
- ❖ Target leads who came via referrals since they are more likely to convert.
- ❖ Students can be contacted, but owing to the course's industrial focus, they have a decreased likelihood of converting. However, this might be a motivating element to guarantee that they are industry ready by the time they finish their school.

Q4. 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 :-

- ❖ Do not concentrate on jobless leads. They may not have a budget for the course.
- ❖ Do not concentrate on students because they are currently studying and would be unwilling to enroll in a course intended specifically for working professionals so early in their tenure.

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