

ASSIGNMENT SUBJECTIVE QUESTIONS

Q1. 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 contribute most towards the probability of a lead getting converted are:-

- i) Total time spent on websites**
- ii) Total visits**
- iii) What is your current occupation - unemployed**

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:-

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

- i)Lead Origin Landing Page Submission**
- ii) Lead Source Direct Traffic**
- iii) Last Notable Activity Email Opened**

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:-

- Target leads who have come through References as they have a higher probability of converting**
- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education**
- Target leads that repeatedly visit the site (Page Views per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are highlighted.**

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:-

- i) Company should not focus on unemployed leads.**
- ii) Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure.**