

Subjective Questions

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

1. Total Visits

- This is a positive contribution
- Higher the total number of visits to platform, higher the probability of the lead converting into a customer.

2. Total Time Spent on Website

- This is a positive contribution
- Higher the time spent on the website, the higher the probability of the lead converting into a customer.

3. What is your current occupation

- Student: This is a negative contribution, as chances are they will not opt for courses designed for working professionals.

Thus, the company sales team should focus on such variables.

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?

Lead Source_Welingak Website: 5.388662

Lead Source_Reference: 2.925326

What is your current occupation_Working Professional: 2.669665

These variables will increase the probability of lead conversion.

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.

We can focus on the following:

- Target leads that spend a lot of time on X-Education site i.e. Total Time Spent on Website.
- Target leads that repeatedly visit the site i.e. Page Views Per Visit. However, it is possible that they might be frequently visiting to compare courses from the other sites, as the number of visits might be for that reason. Hence, the sales team should be slightly more engaging and should ensure that competitive points in which X-Education is better are stalwartly highlighted.
- Target leads that 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 and aimed at working professionals. However, a fact that should be considered is that this can also be a motivating factor to ensure industry readiness by the time they complete their education.

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.

We can do the following:

1. No focus is required on unemployed leads as they might not have a budget concerns for the courses.
2. Do not focus much on students, since they are already in the process of studying and would not be willing to enroll into a course specially designed for working professionals, that too so early in the tenure.