

## SUBJECTIVE QUESTIONS

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

The top three variables in our model which contribute most towards the probability of a lead getting converted are listed as follows.

Tags

Lead quality

Lead source

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?**

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 are listed as follows.

- Tags\_Lost to EINS
- Tags\_Closed by Horizon
- Tags\_Will revert after reading the email

We have chosen above variables as their coefficient value in the final model is the highest.

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.**

A good strategy which should be employed at this stage includes below steps:

- Lead Add Form has more than 90% conversion rate so it will help in fast conversion of the leads. Therefore, we can opt for Lead Add form for originating the Lead
- Google and Direct traffic generate maximum number of leads.
- The reference leads and leads through welingak website should be taken into the strategy as their conversion Rate is higher.
- Leads spending more time on the website should be mostly focused upon as they more likely to be converted.
- We can look upon leads with last activity as SMS Sent as their conversion rate is almost 60%.
- The Leads who revert after reading the email should be highly focused upon as they have the highest conversion rate

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.**

If the target is completed before deadline and the sales team wants to focus on some new work they should be learning and getting used to technical things which will in turn help them to understand the mindset of a person who wants to purchase a said course. The sales team should be able to lead the customer in the right positive direction in which he will think that the said course will benefit him for better future prospects. In this case the probability cut off should be taken as high as possible say 0.7 or above, so that most probable customers are

reached out by the sales team and their chances of getting converted is pretty high. Calls should be made to only a few customers.