

## Assignment Subjective Questions

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### Question 1:

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

Answer:

1. **Total Time Spent on Website:** Leads that spend more time on the website tend to show higher interest, increasing the probability of conversion.
2. **Total Visits:** The number of visits a lead makes to the website indicates their level of engagement.
3. **Lead Source:** Certain lead sources (such as organic search, direct traffic) have a higher likelihood of conversion compared to others.

### Question 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:

1. **Lead Source:** Leads from high-converting sources should be prioritized.
2. **Last Activity:** Leads who opened emails or clicked on links are more likely to convert.
3. **Specialization:** Specializations relevant to X Education's offerings (e.g., management, IT) have higher conversion rates.

### **Question 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. 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:**

During the intern hiring phase, the sales team should focus on leads that have been predicted as potential converters by the model (those predicted as 1). The sales team, supported by interns, can make calls to as many leads as possible. A good strategy would be to:

- Use lead scores to prioritize calls to the hottest leads.
- Set up email and SMS campaigns in addition to calls to ensure multiple touchpoints.
- Automate follow-up emails to reduce the workload and maintain consistent communication.

#### **Question 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:**

When the quarterly target is reached and the goal is to minimize calls, the sales team should:

- Focus only on the hottest leads (top 5-10% of leads with the highest predicted probability of conversion).
- Use lead scoring and conversion probability thresholds to decide which leads truly warrant a call.
  - Prioritize other sales-related tasks like follow-ups with leads already in the pipeline and improving customer retention strategies.