

Assignment 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

- 1) Total Time Spent on Website
- 2) Lead Origin
 - Lead Add Form
- 3) Lead Source
 - Welingak Website

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

- 1) Lead Origin_Lead Add Form
- 2) Lead Source_Welingak Website
- 3) What is your current occupation_Working Professional

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.

Prioritize calling leads with below categories,

- Contact Working Professionals and explain them how the course will benefit them in upskilling themselves to go higher on their professional ladder
- Contact customers who visit the website frequently and spend more time in website
- Contact the leads from sources like Welingak website
- Contact the lead originated from Lead Add Form

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.

Few Strategies are below,

- By conducting Job fairs and participating in educational expo, where they can reach out to many unemployed category people; They can explain about job placement assistance and educational loan offers, which can increase conversion rate in future
- Provide personalized emails, SMS to customers which can increase conversion rate
- Providing incentives, scholarships, discounts to potential candidates
- Giving awareness about referral bonus to current learners
- Making promotions in social media through past/current learners about their journey with edtech company