

## **SUBJECTIVE QUESTIONS AND ANSWERS**

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

Ans: According to the final model, the top three variables that have the greatest effects on the likelihood that a lead will be converted are:

- Total Time Spent on Website 4.478814
- Lead Source\_Welingak Website 3.082976
- Lead Origin\_Lead Add Form 3.045473

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?

Ans: The top 3 dummy variables we should focus on are as follows

- Total Time Spent on Website 4.478814: We should focus on the customers spent more time on the website and based on this we need to see the kind of response they provide
- Lead Source\_Welingak Website 3.082976: In order to draw in more leads, we should concentrate on allocating more funds and spending them on the Welingak website.
- Lead Origin\_Lead Add Form 3.045473: Should focus on the add forms which generate more leads.

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.

**Ans:**

Based on the provided variables and their coefficients, X Education can use the following tactic to increase lead conversion during the intern hiring period:

1. Concentrate on high-potential leads: According to the provided coefficients, leads obtained from the following sources are more likely to convert:
  - Total Time Spent on Website 4.478814
  - Lead Source\_Welingak Website 3.082976
  - Lead Origin\_Lead Add Form 3.045473
2. Utilize efficient methods of communication: Leads that have received emails and SMS messages are also more likely to convert. Therefore, phoning leads who

have received SMS messages or have read emails from X Education should be given priority by the sales team.

3. Increase website traffic by: With a value of 1.3, total time spent on the website is another reliable measure of a lead's interest in X Education's services. The sales team should therefore give leads that have spent a lot of time on the website priority when phoning them.
4. Maintain a multi-channel strategy: Lastly, the sales team must make sure to contact leads who have contacted X Education via various means. For instance, leads who have utilized the website's Olark Chat function might not have spent as much time there, but they might still be interested in X Education's services. The sales team should therefore be sure to follow up with leads who have interacted with X Education through a variety of channels.

In conclusion, X Education should concentrate on leads from high-potential sources, make use of efficient communication channels, increase website engagement, and maintain a multi-channel approach in order to make lead conversion more aggressive throughout the intern-hiring phase.

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.

**Ans:**

When the business surpasses its quarterly sales goal before the deadline, the sales staff might adopt the following tactic to reduce the number of pointless phone calls:

1. Put your attention on lead nurturing activities like customized emails, SMSs, and focused newsletters.
2. Automatically sending SMS messages to clients who are highly likely to convert
3. Work together to improve the model and get input on what worked and what didn't with the management, sales, and data scientists' teams.
4. Develop a plan for offering potential clients discounts or other incentives to entice them to act.
5. Concentrate on establishing connections with prospective clients using additional contact channels like email, social media, or chatbots.
6. To enhance the quality of the leads generated and maximize the conversion rate, solicit feedback from current clients.