

## **ASSIGNMENT SUBJECTIVE QUESTION AND ANSWERS**

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

ANS: The top three variables in your model which contribute most towards the probability of a lead getting converted are:

- Total Time Spent on Website,
- Tags,
- Last Notable Activity

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 categorical/dummy variables to increase the probability of lead conversion are:

- Tags\_Closed by Horizon,
- Tags\_Will revert after reading the email
- Tags\_Busy

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: The sales team should those leads more who:

- Spend good amount of time on the website.
- Those who have chosen the tags among the following few :-  
Tags\_Closed by Horizon,  
Tags\_Will revert after reading the email,  
Tags\_Busy
- Those whose lead source is either  
Olark Chat,  
or Reference
- Those whose Last activity is Email opened,

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: The sales team can use email campaigns, messaging or social networking for business enhancement, to continue to be more productive.

The Sales team may also use and deploy chatbots to interact

Another strategy is that they can use chatbots to interact with the leads giving them with the essential information about the courses. Thus they can focus in calling only those leads which have a high probability score for conversion.