# **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. Lead Origin

2. Lead Source

3. Total Time Spent on Website

1. **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 three 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 - Landing Page Submission

2. Lead Source - Other sources

3. Lead Source – Google

1. **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.**

After the sales team receive insights on leads, the sales team can assign a strategy according to the lead scores of their customers. Since the model has predicted customers as 1 which makes them a potential hot lead, the team should also refer to their lead score and accordingly assign interns to each group. One way to assign interns could be to divide customers according to the lead score group they fall under, for example, 40-100 lead scores can be divided into 10 groups each of 40-46, 46-52 and so till 94-100. Each intern can then be assigned into these 10 groups so as to reach out to as many customers as possible through phone calls and emails.

1. **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.**

At this stage, the company wants to minimize the rate of useless phone calls in order to cut back on the expenditure. One strategy that the sales team can focus on is to introduce more ways of engaging with new customers in order to increase the engagement base of potential customers. Here the main focus should be on increasing the modes through which website traffic can be increased, be it by utilizing third party applications or implying advertising strategies to lure customers on the website.

Another way to utilize the time and space of the quarter can be by focusing on “Do’s and Don’ts” of engaging with potential hot leads once the model has predicted the customer lead score. The team has to make sure that they are at least capitalizing on the leads the model has predicted and that they are not losing a hot lead due to wrong sales pitch or sales person’s one-to-one mistakes.

Also, since the company wants to minimize on phone calls, in order to keep the remaining hot leads of the quarter as predicted by the model engaged with the program, sales team can focus on utilizing emails and text messages as a medium of communication for the leads that have not opted out of email communications.