

Subjective Questions

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

Answer - These are the top variables that contribute towards the result

Variables	Beta Values
Total Time Spent on Website	4.396581
Lead Source - Welingak Website	3.170651
Lead Origin - Lead Add Form	2.987703

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 - The 3 dummy variables that should be focused upon to increase the probability of lead conversion are

Variables	Beta Values
Lead Source - Welingak Website	3.170651
Lead Origin - Lead Add Form	2.987703
What is your current occupation - Working Professional	2.295716

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.

Answer – In order to make the Lead conversion more aggressive, company should ask interns for the following things

- Majority of the Leads are from Working professional category who has the means for taking these courses, team should target these Leads first.
- Make phone calls to the Leads who are spending significant amount of time on the website or frequently visiting the website to help them understand about the courses.
- Send interactive messages through SMS, chat applications as working professional does not have much time during week days.

- d. Team should roll out more of the Lead Ad Forms since these Leads have highest conversion rates.
 - e. Team should also focus on the alumni as well for the references.
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 - Company should only focus on the Hot Leads such as working professional, visiting the website frequently for long hours or are the references. Meanwhile, the team should focus on improving the communication channels such as SMS system, automatic mailers, Creating sales portfolios, newsletters. These will help in the next quarter in attracting more leads.