

# **ASSIGNMENT SUBJECTIVE QUESTIONS**

- 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:

- I. Lead Source\_Welingak Website
- II. Lead Source\_Reference
- III. Current\_Occupation\_Working Professional

- 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 in the model which should be focused the most on in order to increase the probability of lead conversion are:

- I. Lead Source\_Welingak Website
- II. Lead Source\_Reference
- III. 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.**

**Ans:**

Here are some strategies that X Education can employ during their internship hiring period to enhance their lead conversion rate:

I. Give priority to high-scoring leads: The company should place emphasis on leads identified as having a high likelihood of conversion by the predictive model, as these individuals are most likely to become paying customers. By focusing on these high-scoring leads, the sales team can optimize their chances of success during this period.

II. Customize outreach: The sales team should tailor their outreach efforts to potential leads during this period. This may involve sending personalized emails and making individualized phone calls to prospective customers, as personalized communication can boost conversion rates.

III. Scale up phone call efforts: The sales team should strive to increase the number of phone calls made during this period since phone calls have proven to be a highly effective means of converting leads into customers. By ramping up the volume of phone calls, X Education can maximize its chances of success.

IV. Provide special incentives: X Education can also present special incentives to potential

customers during this period to motivate them to enroll in courses. These incentives may encompass discounts, complimentary trial periods, or other exclusive offers that enhance the appeal of the courses.

**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.**

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