

### **Subjective Questions**

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

**Ans.** These are the top variables that contribute towards the result

- Total Time Spent on Website
- Total Visits
- Lead Source with elements Google

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.** Top 3 Categorical/Dummy variables to increase probability are:

- Lead Source with elements google
- Lead Source with elements direct traffic
- Lead Source with elements organic search

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.** Make phone calls to people if:

- They spend a lot of time on the website, which can be encouraged by making the website engaging.
- They visit the website repeatedly.
- Their last activity was through SMS or a chat on Olark.
- They are working professionals.

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.** In this situation, they should rely more on methods like automated emails and SMS. This way, phone calls will only be needed in urgent cases. The calling strategy can still be used, but only for customers who are very likely to buy the course.