

## **Assignment Subjective Questions**

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

Lead Source, Current occupation of the lead, and Tags assigned to the leads are the top three variables in our model which contribute most towards the probability of a lead getting converted.

- 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?**

'Reference', 'Welingak Website', and 'Working Professional' 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.

- 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.**

The sales team can suggest the interns to approach 'working professionals' as they would want to continue education while working with the flexibility provided by online learning. At the same time, leads suggested by 'references' has the potential for higher conversion. So, offering more referral benefits than usual over a short duration can attract more aspirants in the said duration. Even leads through 'Welingak Website' would be hot leads as the traffic through this lead source is significantly high. Moreover, the tags assigned to the leads are aptly indicative that provide good support in the prediction of lead conversion. Lead profile also would provide relevant information to follow them up for positive response.

- 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.**

As the utilization of time have to be optimized by the sales team, it is good to focus only on highly potential leads rather than spending time with no outcome. 'Lead profile' assigned to the lead would help in this as a first step. Then the 'working professionals' would be among hot leads as they have the capability to pay the fee for the course and would take independent decisions when compared to student community or unemployed group. Leads referred by alumni would be more promising as they would have already enquired the alumni about the course/program and have been inspired by them to take up the course for better career prospects.

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