

Subjective Questions

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

Ans: Key Variables Contributing to Lead Conversion

- 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. Phone calls should be made to individuals under the following conditions:

- They spend a significant amount of time on the website, which can be encouraged by making the website engaging to ensure they return frequently.
- They are observed revisiting the website multiple times.
- Their last recorded activity involved interaction via SMS or Olark chat conversation.
- They are identified as 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 these circumstances, it is advisable to prioritize other communication methods, such as automated emails and SMS, to engage with leads. This approach minimizes the need for phone calls unless it is absolutely necessary. Automated emails and SMS can effectively nurture leads by providing them with relevant information, updates, and personalized content. This strategy should be primarily employed for leads who have a moderate to high potential of converting, allowing the sales team to focus their calling efforts on those with the highest likelihood of purchasing a course. By reserving phone calls for high-potential leads, the sales team can optimize their time and resources, ensuring that direct, personalized contact is made with those most likely to convert.