

Subjective Questions

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

Ans: Top 3 variables that contribute towards result are as follows:

- Total visit
- Lead Source with elements Google
- Total time spent on website

- 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 direct traffic
- Lead source with elements organic search
- Lead Source with elements Google

- 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 must be done to people If:

- They spent lots of time in Website and this can be done by making website more interesting.
- They are working professional.
- They are coming back to website repeatedly.

- 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 Condition they need to focus more on Automated Email and SMS. This way they can minimize calling unless it urgency. The above strategy can be used but with the customers that have a high chance of buying the course