Subjective Case Study Questions & Answers:-

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

Ans:-

- Lead Source_Welingak Website
- Lead Source_Reference
- 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:-

- Lead Source_Welingak Website   : 5.388662
- Lead Source_Reference   : 2.925326
- Current_occupation_Working Professional   : 2.669665

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:-

- Below would be the leads that X Education should be focusing on.
    - Welingak website
    - Reference
    - Working Professional

    But X Education should be also sure that interns are able to convert these leads successfully as these are the leads which have high chances of conversion, if interns are not trained well these important leads can be missed. So, it would be helpful if interns first try and convert the leads of Last Activity SMS sent & Total time spent on website as these are also important leads. Once they get enough clarity they can be given above leads to pitch.

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:-

- Targeting customers who are more likely to convert by sending automated SMS with timely reminders and offers update.

- Collaboration with Alumni/Current students for getting references and targeting only those customers.
- Advertising about the courses from multiple social media platforms.