



Assessment subjective Questions answer

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

Answer -

- a. The aforementioned characteristics have a significant influence on the outcome.
 - b. Overall Time Spent on Website Total Visits
 - c. Lead Source containing components Chat, Olark
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?

Answer: - The top three categorical/dummy variables for increasing probability are as follows:

- Lead Source with elements Olark Chat
 - Last Activity with elements SMS Sent
 - Last Activity Others.
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.

Answer: - The following Continuous and Category or dummy variables are good to focus on at this stage to convert virtually all the prospective leads.

- Total Time on Website
- Total Visits
- Lead Source with elements Olark Chat
- Last Activity with elements SMS Sent

Not to mention the categorical variables listed below. Because its Coefficient value is negative, and these variables have a very low possibility of being converted, you shouldn't waste your time on them because our aim is to convert the majority of clients.

- Lead Origin API
- Lead Origin Landing Page Submission
- Lead Origin Lead Import
- Last Activity Email Bounced
- Last Activity Olark Chat Conversation

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.

Answer: -

- In this circumstance, the corporation must implement new technologies, such as auto response email, to ensure that customers receive prompt responses.
- Catboats may also be used on the website so that people are more interested in learning about the firm and that catboats can supply all of the usual necessary information.
- These tactics can be employed with buyers who have a high likelihood of purchasing the course.