Subjective Questions and their Answers

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

**Answer:** The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

* + TotalVisits: 11.15
  + Total Time Spent on Website: 4.42
  + Lead Origin\_Lead Add Form: 4.21

1. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

**Answer:** The top 3 categorical/dummy variables in the model that be focused most to increase the probability of lead conversion are:

* + Total Visits: 11.15

We need to work on the website development and analytics so that we can work on the increasing the number of visits of customers on website as that will get converted to leads.

* + Total Time Spent on Website: 4.42

We need to work on the customization of content and intresting offers to display where it is visible promptly so that the time spent on website increases. The content has to be very intuitive and provide details about the complete course with benefits.

* + Lead Origin Lead Add Form: 4.21

The origin identifier which will let us know from where all the leads are coming from. This will help us understand on the working more smartly on the origin so as to convert more leads.

* + Lead Source\_Welingak Website: 2.15

We should focus on more budget/spend on Welingak Website in terms of advertising, etc. to attract more leads.

* + Last Notable Activity\_Unreachable: 2.78

We need to check on what are the last notable activity by student and why was the lead not converted. Get the analytics in place to understand what went wrong.

* + Last Activity\_Had a Phone Conversation: 2.75

We need to work on how to convert the leads on the basis of last phone conversations happened. Understand on what was wrong and what can be fixed.

1. 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 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:** To make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their coefficients:

Focus on leads with high potential: Based on the given coefficients, leads from the following sources have a higher likelihood of conversion:

* Websites: 11.15
* Lead Orgin Add Form: 4.21
* Welingak Website: 2.15
* Phone Conversation: 2.75

Thus, the sales team should prioritize calling leads from these sources during the intern-hiring period.

* + **Leverage effective communication channels**: Leads who have been sent SMS messages and chats are also more likely to convert. Therefore, the sales team should prioritize calling leads who have been sent SMS messages or via chats in X Education.
  + **Maximize website engagement**: Total Time Spent on the Website is also a good indicator of the lead's interest in X Education's services. Therefore, the sales team should also prioritize calling leads who have spent a significant amount of time on the website.
  + **Maintain a multi-channel approach**: Finally, the sales team should also make sure to follow up with leads who have interacted with X Education through multiple channels. For example, leads who have used the Olark Chat feature on the website may not have spent as much time on the website, but may still be interested in X Education's services. Therefore, the sales team should make sure to follow up with leads who have used multiple channels to interact with X Education.

In summary, to make lead conversion more aggressive during the intern-hiring period, X Education should focus on leads from high-potential sources, leverage effective communication channels, maximize website engagement, and maintain a multi-channel approach.

1. 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:- To reduce the number of ineffective phone calls once the company achieves its quarterly sales target ahead of schedule, the sales team can implement the following approach:

* Concentrate on lead nurturing activities, such as tailored emails, SMS messages, and targeted newsletters.
* Utilize automated SMS messaging for customers with a high likelihood of conversion.
* Collaborate with the sales team, management, and data scientists to refine the model and receive input on successful and unsuccessful strategies.
* Develop a strategy for offering discounts or incentives to potential customers to motivate them to take action.
* Prioritize the establishment of connections with potential customers through alternative communication channels like email, social media, or chatbots.
* Solicit feedback from existing customers to enhance lead quality and optimize the conversion rate.