

#### ASSIGNMENT SUBJECTIVE QUESTIONS

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

Ans: The top three variables in your model which contribute most towards the probability of a lead getting converted are:

1. Total time spent on website
2. Last\_Notable\_Activity\_Phone\_Conversation
3. Lead Source\_Welingak 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: 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 are:

1. Last\_Notable\_Activity\_Phone\_Conversation
2. Lead Source\_Welingak Website
3. lead\_origin\_lead\_add\_form

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: Here are some strategies that X Education can use during their intern hiring period to increase their lead conversion rate:

1. The sales team should aim to make as many phone calls as possible during this period, as phone calls have been highly effective way to convert leads into customers. By increasing the volume of phone calls made, X Education can maximize its customer volume.
2. The company should focus on the leads that have been predicted as 1 by the model, as these could be most likely to convert into paying customers.
3. The team could focus on personalize their outreach efforts to potential leads during this period by sending customized emails and making personalized phone calls to prospective customers, as personalized communication can increase the chances of conversion.
4. There could be special incentives to potential customers during this period to encourage them to sign up for courses. This can include discounts, free trial periods, or other special offers that make the courses more appealing.

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: When the company reaches its target for a quarter before the deadline, the team could shift their focus to certain activities such as engaging with existing customers along with trying to look into the reasons because of which lead didn't converted. This can help to maintain customer satisfaction and potentially lead to upselling opportunities in the future.

To minimize the rate of useless phone calls, the company can rank the leads based on lead score. The sales team can then prioritize their outreach efforts based on ranking of customers, which can help understand the customer more. In addition to it , the team could send targeted emails to the leads with lower ranks to get to know the exact reason about what they are looking for and letting them know more about incentives.