

Subjective Questions and Answers

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

The top three variables contributing most towards the probability of a lead getting converted are:

1. Lead Source

- If the Lead Sources is Welingak Website and Reference, the probability of the lead getting converted is very high.

2. What is your current occupation

- The customers with current occupation as “Working Professional” have very high conversion probability.

3. Last Activity

- If the Last Activity is Phone conversation or SMS sent, it has very high probability of lead getting converted.

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?

The top three categorical/dummy variables which should be focused the most in order to increase the probability of lead conversion are:

1. Lead Source_Welingak Website

- More focus should be on Welingak Website like spending more budget in terms of advertising etc. to increase the lead conversion.

2. What is your current occupation_Working Professional

- The customers with current occupation as “Working Professional” has very high conversion probability and hence should be focused more.

3. Lead Source_Reference

- More focus should be on the customers who have come through Reference as it has a high probability of lead conversion. To encourage more references the company can think of providing a referral bonus or some discounts to the existing customers.

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.

To make the lead conversion more aggressive during this period, X-Education can employ below strategy:

1. The sales team should prioritize calling people coming from Welingak Website and References as they have a very high conversion rate.
 2. Working professionals should be given high priority and should be contacted as they have a very high conversion rate.
 3. Total time spent on the website is also a very good indicator of the lead's interest in X-Education and hence the Sales team should prioritize calling leads who have spent a significant amount of time on the website.
 4. Leads who have sent SMS or had a phone conversion should be contacted on priority.
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.

To minimize the rate of useless phone calls when company reaches its target for a quarter before the deadline, sales team can focus on the below activities:

1. The sales team can work on making a strategy for providing discounts to potential customers to increase the lead conversion.
2. Focusing on implementing methods like automated emails and SMS to the leads who have good potential for conversion.
3. The sales team can collaborate with the data scientists and business management team to check if any fine tuning of the models can be done.
4. Exciting customers can be contacted for feedback to improve the quality of the services.