

Subjective Questions:

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

A: Total visits: Higher the number of visit, greater the chance of conversion.

B: Total time spent on website: More time spent on the site, greater the chance of conversion

C: Lead Source: helps in upping the digital marketing game. On which ad platform to spend more.

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?

A: Lead Origin - Lead Add Form

B: Lead Source - Olark Chat

C: Last Activity - Had a Phone Conversation

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.

A: So, the interns should be given the final model data and should be told to target employees/unemployed from tier 1 and 2 cities, who land on the site through ad campaigns or direct visitors and those who spend much time on the website. Aggressively following with such potential customers would convert more leads.

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.

A: Only focus on salaried employees who are trying to up the skills and spend more time researching on the courses. Which means they really want to learn. Can skip unemployed and student leads.