

Subjective Questions

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

Ans.

These are the primary factors that influence the outcome:

- Overall Duration on the Website
- Total Number of Visits
- Lead Source including elements from Google

- 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.

Top 3 Categorical/Dummy variables that can boost probability are:

- Lead Source including components from Google
- Lead Source consisting of elements from direct traffic
- Lead Source incorporating aspects of organic search

- 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.

Phone calls should be made to individuals if:

- They engage extensively with the website, which can be enhanced by making the site captivating and encouraging repeat visits.
- They are observed returning to the website multiple times.
- Their most recent interaction was via SMS or through an Olark chat discussion.
- They are professionals in the workforce.

- 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.

In this situation, they should prioritize alternative methods such as automated emails and SMS. This approach will minimize the need for calls unless it's urgent. The strategy mentioned can be effective but should be applied specifically to customers who are highly likely to purchase the course.