

Assignment Subjective Questions & Answers

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

Ans.: In our model the top three variables which contribute most towards the probability of a lead getting converted are

- 1) Last Activity_Resubscribed to emails: The peoples which are come to resubscribe to our emails.
- 2) Last Notable Activity_Resubscribed to emails: Last activity performed by the customer which includes Email Opened, Olark Chat Conversation, etc. & decided to resubscribed our emails.
- 3) TotalVisits: The number of visits made on our website by customers.

- 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:

- Lead Source_Reference
- Lead Source_Olark Chat
- Lead Source_Direct Traffic

- 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.: 1) The sales team should focus on Target leads that spend a lot of time on X Education site.

2) Secondly sales team should approach the target leads that repeatedly visit the site because they may be trying to compare courses from the other sites so the interns should be a bit more aggressive and should ensure competitive points where X- Education is better.

3) Lastly students can be approached, but they will have a lower probability of converting due to the course being industry based. But sales team can encourage them & ensure industry readiness by the time they complete their education.

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- 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 time, sales team should not focus on students because they are already studying and would not be willing to enroll into a course specially designed for working professionals. Also, do not focus on unemployed leads because they might not have a budget to spend on the course.