

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- The top three variables which contribute most towards the probability of a lead getting converted are:

1. Lead Source_Google , 2.Total Visits Lead, 3. Total Time Spent on 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 three categorical/dummy variables which should be focused the most are:

1. Lead Source_Google, 2. Lead Source_Direct Traffic, 3. Lead Source_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 can be effectively done to the following people for conversion:

- 1.Users that are Working professionals
- 2.User who frequenting visiting the company's website.
- 3.User spending a lot of time on the company's website

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-The sales team should focus on the following points:

- 1.They should start sending SMS, EMAILS to the frequent users who are making frequent visits to the website
- 2.Users with lead_score more than 80 should only be contacted by Phone Call.