ASSIGNMENT SUBJECTIVE

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

A.1 The top three variables in your model which contribute most towards the probability of a lead getting converted
   a. Tags_closed by horizzon   6.685087
   b. Tags_will revert after reading the email   4.223903
   c. Lead Source_welingak website   3.573060

Q.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.2 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:
   d. Tags_closed by horizzon
   e. Tags_will revert after reading the email
   f. Lead Source_welingak website

Q.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.3 The company has two months in its hands and has also dedicated 10 interns for this work. It has ample amount of time & resources with it so it should make an effort to reach `all the potential leads` but should also focus more on leads who have low probability of conversion to improve the overall lead conversion rate.
Tags_closed by horizzon
Tags_will revert after reading the email
Lead Source_welingak website
Last_Notable_Activity_had a phone conversation
Lead Origin_lead add form
Lead_Activity_sms sent
Lead Source_olark chat
Total Time Spent on Website
Occupation_working professional
Lead_Activity_email opened

Lead_Activity_email bounced
Last_Notable_Activity_olark chat conversation
Last_Notable_Activity_modified
Tags_interested in other courses
Tags_ringing
Tags_already a student

Q.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.4 During the quarter before the deadline, the company has very less time in its hand. So it is of utmost importance that it concentrates more on hot leads that have highest lead conversion rate. They should avoid useless calls and prioritize the leads. Prioritizing can be done on the basis of lead score. Leads that have more than 80% of lead score can be targeted.

1. They can check the status of customers who had asked to call back, sometimes these customers can be the spot on buying ones
2. The agents should send written communications to their potential chunk of leads so that a rapport is developed and the customer engagement is not 0, this can be helpful in the future