**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

* 1. Tags\_closed by horizzon 6.685087
  2. Tags\_will revert after reading the email 4.223903
  3. 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:

* 1. Tags\_closed by horizzon
  2. Tags\_will revert after reading the email
  3. 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