SUBJECTIVE ASSIGNMENT

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

   Answer 1:
   The variables contributing most positively towards the contribution of the model are:
   a. ***Total Time Spent on Website***
   b. ***Lead Source_Welingak Website***
   c. ***Current Occupation – Working professional (What is your current occupation_Working Professional)***

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?

   Answer 2:
   The categorical variables that should be focused most to increase the Lead conversion are:
   a. ***Lead Source - Welingak Website*** (Lead Source_Welingak Website)
   b. ***Lead Origin - Lead Add Form*** (Lead Origin_Lead Add Form)
   c. ***Current Occupation – Working professional*** (What is your current occupation_Working Professional)

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.

   Answer 3:
   According to the model prediction, we can target all the Leads having Lead Score more than 41 in order to get maximum Lead converted to Hot Leads. As the Accuracy ,Precision and Recall value of the model is pretty good on test data, we can rely on model prediction

- Positive Impact , hence need to focus on
  - Total Time Spent on Website
  - Lead Source_Welingak Website
  - ***Current Occupation – Working professional*** (What is your current occupation_Working Professional)

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.

   Answer 4:
   The model prediction will help in resolving that issue, we can then just target the leads having score more than 80 to be targeted if still left and instead of making calls, may be an automated email or SMS sent would be sufficient. Also focus on the feature selected which impact the success rate of conversion.

   - Positive Impact , hence need to focus on
     - Total Time Spent on Website
     - Lead Source_Welingak Website
     - Lead Origin_Lead Add Form
     - What is your current occupation_Working Professional
     - Last Notable Activity_SMS Sent

   - Negative Impact, hence need to avoid:
     - Specialization_Not Provided
     - What is your current occupation_Not Provided
     - Do Not Email
     - Lead Origin _ Landing Page Submission