Subjective Questions

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

   The three most influential factors in determining the likelihood of a lead getting converted into a customer are:

   Total Visits: A higher number of visits to the platform positively correlates with an increased probability of lead conversion. Essentially, the more visits a lead makes, the higher the chances of them becoming a customer.

   Total Time Spent on Website: The amount of time a lead spends on the website is another significant contributor to conversion probability. Longer website engagement is associated with a higher likelihood of lead conversion, indicating that the sales team should prioritize such leads.

   Lead Source: The origin of the lead is a crucial factor that warrants careful attention. Different lead sources can have varying impacts on conversion rates, making it an important feature to focus on during lead management efforts.

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?**

   The three categorical/dummy variables that should receive the most attention to enhance the likelihood of lead conversion are:
   - Lead Source with "google" as the element.
   - Lead Source with "direct traffic" as the element.
   - Lead Source with "organic search" as the element.

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.**

Phone calls should be conducted with individuals in the following scenarios:

- When they exhibit significant engagement on the website, which can be achieved by enhancing the website's appeal to encourage their return visits.

- If they demonstrate frequent return visits to the website.

- When their latest interaction is through SMS or a conversation on the Olark chat platform.

- For individuals who are employed as professionals.

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.**

- Avoid directing your attention towards leads without employment, as they may lack the financial resources to invest in the course.

- Refrain from targeting students, as they are currently engaged in their studies and may not be inclined to enroll in a course tailored for working professionals, particularly at this stage of their academic journey.