Assignment Subjective Question Answer's

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   Ans. The most contributed three variables in model towards the probability of lead getting converted are: LeadOrigin_Lead Add Form, Total time spent on website and Total visits

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. Top 3 categorical/dummy variables in the model are:
   - Working Professional – dummy variable from Current occupation
   - Lead Add form – dummy variable from Lead Source
   - Olark Chat – dummy variable from Lead Source

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.
   - Along with the phone calls – company also go for emails follow ups.
   - X Education should target the working professionals as they have a capacity to get converted as potential leads.
   - Create a USP (Unique Selling Point) to convert the customers into potential leads, such as intern can tell them about flexibility of choosing program classes (weekend or week days) and easy financing options.
   - Also, Company can improve the navigation of the websites.

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.
   - Reduce the manual work like phone calls and automate the process.
   - Company can automate the emails as auto responder or they can add chatbot on the websites which will reduce a lot of manual work and it will help the company to focus on its target before the deadline.