SUBJECTIVE QUESTIONS

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Answer:
   The top three variables are:
   - Lead origin
   - Lead source
   - Total time spent

   Among that Lead Origin_Lead Add Form, Lead Source_Welingak Website & Lead Origin_Lead Import variables are having higher co efficient in model.

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:
   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 – 'What is your current occupation_Other', 'What is your current occupation_Student' & 'What is your current occupation_Unemployed'. These variables are having negative co-efficient & need for attention.

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:
   Run the regression model & identity top 15 highest lead scorer. Out of which, 10 people will definitely join.

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:
   Run regression model & identity negative co-relation variables & increase the focus on those variables or reduce higher co-relation variable. Example: Lead add form; disable this for certain time, so that people won't apply.