SUBJECTIVE QUESTIONS

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

   The top three variables that contribute most towards lead getting converted are:
   - *i.   Lead source*
   - *ii.   Lead origin*
   - *iii. Last activity*

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 top three categorical variables to be focused for lead conversion are:
   - *i.   Lead source_Welingak website*
   - *ii.   Lead origin_Lead add form*
   - *iii. Lead source_Olark Chat*

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.

   The good strategy is to focus on below Continuous and Categories or dummy variables as these features are impacting more on potential lead to be converted

   - *i.   Lead Source from Welingak website*
   - *ii.   Lead Origin Lead Add form*
   - *iii. Lead Source with elements Olark Chat*
   - *iv.   Last Activity with elements SMS Sent*
   - *v.   Working professionals*
   - *vi.   Time spent on website*

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.

   The focus should not be on the below features as it is not very relevant on getting a successful lead

   - *i.   Individuals who are interested in other courses*
   - *ii.   Individuals who are interested in full time MBA*
   - *iii. With tag lost to competition*