

# 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 the probability of a lead getting converted are -
    - Lead Origin
    - What is your current occupation
    - Last Notable 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 that contribute most towards the probability of a lead getting converted are -
    - Lead source Internal source
    - Lead Origin API
    - Last Activity Chat Interaction
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.
  - They should be given a phone call if -
    - They spend good amount of time on the website and their frequency is also significant.
    - Last Activity is through Phone or SMS
    - Their occupation is 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.
  - This could be one of the strategies that the company can implement -
    - Automated/scheduled emails, SMS to maintain engagement with potential leads. Automated campaigns targeting the leads without unwanted calls. We can also use internal sources to convert the leads as the time spent on website is also a significant factor. We can automate the chats or have chatbots integration.
    - Providing self serve option to customers through the website, which would cater to their inquiries, information and complete the process independently.