SUBJECTIVE QUESTIONS

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

   Ans: The top three variables are determined by the absolute values of coefficients of the model.
   In this case top three variables are "**Total Time Spent on Website**", "**Lead Source**" and "**What matters most to you in choosing a course**".

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: to increase the probability of lead conversion we should focus on variables with positive coefficients. They are "**Total Time Spent on Website**", "**Lead Source**" and "**Tags**".

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: For rapid lead conversion, one must focus on the lead_score which is given in the model and try to convert those leads.
   Also, One must focus on the variables with positive coefficients such as "**Total Time Spent on Website**", "**Lead Source**" and "**Tags**" and try to invest time on this fields.

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: 1. The company can try other communication methods such as emails, posts and advertisements.
   2. Phone calls must be restricted only to the leads which have high probability of conversion based on lead_score.
   3. Reduce the focus on unemployed leads and students as the conversion probability rate can be low.