**Assignment Subjective Question**

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

A. Top 3 Variables:

* 1. **Lead Origin** is Lead add format
  2. **What is your current occupation** is working professional
  3. **Total Time Spent on Website**

1. 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?

A. Top 3 Categorical/dummy variables:

* 1. **Lead Origin** is Lead add format
  2. **What is your current occupation** is working professional
  3. **Lead Source** is Olark Chat

1. 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.

A. The goal is to identify potential leads and then connect with these leads via calls and sell the course. For this we suggest the team, to consider the leads with below attributes:

* 1. Leads that are originated through the lead add form.
  2. Customers who are working professionals.
  3. Customers who had spent more time on the course web page.
  4. Also, the leads with Olark Chat as the source of the lead

1. 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.
2. As the target is already met and plenty of time is left, sales team can work on making or using new strategies using which they can improve the overall process of lead conversion. The sales team can take or test few things which they feel as risky in handling leads. Examples of such is they can work on testing AI models or chatbots that are built by IT team for automated communication with customers and team can try to pick cold leads and connect with these customers to have a discussion and sell product. Though the team fails here to convert they can learn where improvement is required in their communication, process, and course briefing.