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 3 variables which contribute most towards the probability of lead getting converted are :

   - Lead Origin_Lead Add Form
   - What is your current occupation_Working Professional
   - Total Time Spent on Website

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 3 categorical variables in the model that should be prioritized to maximize the likelihood of lead conversion are:

   - Lead Source: 'Google' & 'direct traffic' have most conversions
   - Last Activity: 'Email Opened' has high potential of conversion & 'SMS sent' has good conversion rate
   - Lead Origin: Leads originating from the "Lead Add Form" had a conversion rate of approximately 90%, indicating a strong positive influence on lead conversion.

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.**

- Focus on leads who spend significant time on the X-Education site (Total Time Spent on Website).
- Focus on leads who frequently visit the site (Page Views Per Visit). Keep in mind, frequent visits may be due to comparison with other sites. Therefore, interns should be more proactive, emphasizing competitive advantages where X-Education stands out.
- Target leads who came through referrals, as they have a higher likelihood of conversion.
- Students can also be targeted, but their conversion probability may be lower due to the course's industry focus. However, this could also serve as a motivation for them to become industry-ready by the time they finish their studies.

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.**

- Avoid targeting unemployed leads, as they may not have the budget to invest in the course.
- Refrain from focusing on students, as they are already enrolled in studies and may not be interested in a course specifically designed for working professionals at this stage.