

## SUBJECTIVE QUESTIONS

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

**Answer:** Top three variables which contribute most towards the probability of a lead getting converted are as follows:

- Total Visits : More visits increase the likelihood that leads will be converted.
- Total Time Spent on Website : The likelihood of a lead becoming a customer increases as time spent on website increases.
- Lead Origin : This might enable us to identify the exact source of lead generation.

**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?**

**Answer:** 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 are as follows:

- Total Visits
- Total Time Spent on Website
- Lead Origin\_lead add form

**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.**

**Answer:**

- Identify leads who are active online and engage within website more as compare to others.
- Identify leads who visit the site frequently. Any reason for visiting the site can be favorably impacted if interns can convince visitors to appreciate what they are offering.
- Focus on leads that came from the lead add form category under lead origin because they are more likely to convert. Lead Origin, however, can benefit greatly from lead generation.

**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.**

**Answer:** Don't concentrate on student and unemployed leads. They might be unwilling to join the course created specifically for working professionals because they may lack the funds to do so.