Assignment subjective questions

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   1. Lead Source - Reference:
      - This variable has a positive contribution towards lead conversion.
      - To improve the lead conversion rate, we should focus on referral bonuses and cashback.
   2. What is your current occupation - Working Professional:
      - Sales teams should prioritize leads identified as Working Professionals, as this category exhibits the highest conversion rates
      - Sales team should avoid the leads who are students.
   3. Total Time Spent on Website:
      - The "Total Time Spent on Website" variable has a high correlation with the lead conversion rate.

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?**
   1. lead_source_Reference
   2. lead_origin_API
   3. current_occupation_Working_Professional

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.**
   1. They should target leads who are working professionals and not students.
   2. Target leads who spent more time on the website, as they might be interested but could have some doubts regarding the courses.
   3. Target leads who have already taken the course and offer them discounts and cashbacks for each referral.

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.**
   1. Avoid focusing on students, as they are already engaged in studying and may not opt for the course.