Subjective Questions

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

A. The top variables that contributed towards leads being converted are:
   1. Lead Origin_Lead Add Form
   2. What is your current occupation_Working Professional
   3. 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?

   A. Lead Origin_Lead Add Form
   B. Lead Source_Olark Chat
   C. Do Not Email.

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.

A. The strategy we can use for this is we have to focus on the main leads who are almost ready to convert. They have more chances of conversion so we need to concentrate on them.
   1. Phone calls should be done who are visting the website frequently.(Total time spent on website)
   2. Pages views per visit
   3. Working professionals as it is industry based .
   4. If some one approaches through sms or chat we can concentrate on them.

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.

A. They can check the last notable activity through sms and email . In this case there will be no phone calls and if any one is interested they can also join .