

# 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 three features obtained by calculating the top three variable categorical as well as numeric with the highest absolute coefficient of the final model:

- Total Time Spent on Website
- Last Notable Activity\_Unreachable
- Lead Origin\_Lead Add Form

- 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 three features obtained by calculating the top three variable only categorical with the highest absolute coefficient of the final model:

- Last Notable Activity\_Unreachable
- Lead Origin\_Lead Add Form
- Lead Source\_Welingak Website

- 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..**

- Personalized Outreach: Use tailored messaging based on lead profiles.
- Train Interns: Provide clear goals and effective communication scripts.
- Utilize CRM Tools: Track interactions and automate follow-ups.
- Implement Limited-Time Offers: Create urgency to encourage conversions.
- Systematic Follow-Ups: Maintain engagement with regular check-ins.
- Prioritize High-Scoring Leads: Focus on leads predicted to convert

**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.**

- Data-Driven Prioritization: Focus on high-potential leads using the conversion model.
- Automated Communication: Use automated emails/SMS for engagement instead of calls.
- Qualify Leads: Establish criteria for when calls are necessary.
- CRM Analytics: Analyze lead interaction history to identify follow-up needs.
- Train Interns: Prepare interns for specific scenarios requiring calls.
- Feedback Loop: Gather feedback to refine communication strategies.