

Assignment Subjective Question

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

Answer: The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

i.	Total Time Spent on Website	4.465104
ii.	Lead Origin_Lead Add Form	3.766943
iii.	Lead Source_Welingak Website	2.706182

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 that be focused most in order to increase the probability of lead conversion are:

I.	Total Time Spent on Website	4.465104	
			➤ We should focus on spending more budget toward making user friendly websites.
II.	Lead Origin_Lead Add Form	3.766943	
			➤ We should focus on spending more budget toward registration forms, or short newsletter subscription forms so that we can collect more and more data of the students (like email-id, phone numbers etc).
III.	Lead Source_Welingak Website	2.706182	
			➤ We should focus on more budget/spend on Welingak Website in terms of advertising, etc. to attract more leads.

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: To make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their coefficients:

● Based on the given coefficients, leads from the following sources have a higher likelihood of conversion:

a.	Total Time Spent on Website	4.465104
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b. Lead Origin_Lead Add Form 3.766943

c. Lead Source_Welingak Website 2.706182

- Total Time Spent on the Website is also a good indicator of the lead's interest in X Education's services, with a coefficient of 4.47. Therefore, the sales team should prioritize calling leads who have spent a significant amount of time on the website.

- Sales team should also make sure to follow up with leads who have interacted with X Education through multiple channels. For example, leads who have used the Olark Chat or SMS Sent feature on the website may not have spent as much time on the website, but may still be interested in X Education's services. Therefore, the sales team should make sure to follow up with leads who have used multiple channels to interact with X Education.

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: To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- Sending automated SMS or mail to customers
- Connect with Data Analysis team so that they can provide the potential customers data.
- Provide discounts or incentives to potential customers to encourage them to take action.
- Focus on building relationships with potential customers through other communication channels like email, social media, or chatbots.