

Assignment Subjective Answers:

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - A. **1. Total Visits**
2. Total Time Spent on Website
3. Lead Source.
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. **1. Lead Origin_Lead Add form**
2. Lead Source_Olark Chat
3. 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.
 - A. **Interns have to focus more on unemployed. They should give them calls repetitively, explaining about the benefits and career options if they chose the course. Interns should frequently send SMS to the Leads who are ready to convert and attract them. Interns should talk more about Leads interest, family backgrounds, career growth to join the course.**
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. **Sending Emails can work and also SMS. We have post more on google pages and wherever the customers are searching more about the course. Write more about the and its benefits on web. Attract them with offers can make convert the Leads.**

