Subjective Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted ?
Ans -
- Total Time Spent on Website
- Tags like 'Will revert after reading the email' , 'Closed by Horizon' , 'Lost to EINS'
- Lead Organization having '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?
Ans-
- Tags_Closed by Horizon
- Tags_Will revert after reading the email
- Tags_Lost to EINS

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.

Ans -
- We should definitely call them who have tags like 'Will revert after reading the email' , 'Closed by Horizon' , 'Lost to EINS' .
- Don't call those who have tags like 'Ringing' , 'invalid number' , 'switched off' , 'Already a student' .
- We should call them who have the origin Lead Add Form .
- We also have to call those who spend a lot of time on the website and also we have to make the website interesting, for which more people will visit the websites and spend some time .

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.
Ans-
- They should call those customers who have very high scores like more than 80 .
- Also they need to focus on other methods like automated emails or sms .
- They should only call those who spend more time on the websites .