

## **Assignment based subjective questions**

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
  - Do Not Email
  - What is your current occupation\_Working Professional
  - Lead Origin
  
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?
  - What is your current occupation\_Working Professional
  - Lead Origin\_Lead Add Form
  - Lead Source\_Olark chat
  
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.
  - They should make phone calls to working professionals
  - They should focus on people using reference or wellingak websites as they are having high conversion rate.
  - People with lead origin as Lead add form and Landing Page submission should be in their priority during the time of calling.
  - They should focus on people with lead source as Olark Chat, Wellingak websites, referral sites
  - They should find people who are visiting the website often and spending time there.
  
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.
  - They should use automated email service or send SMS to minimize rate of useless phone calls.