# Assignment Questions

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

**Ans.** The top three variables in our model which contribute most towards the probability of a lead getting converted are:
1) Lead Origin_Lead Add Form
2) Total Time Spent on website
3) Total Visits

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.** 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 are:
1) Lead Origin
2) Total Time Spent on website
3) Total Visits

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.** A good strategy to employ at this stage to make almost all the potential leads to be converted is to focus on below Continuous and Categories or dummy variables as these features are impacting more on potential lead to be converted.
- Lead Origin_Lead Add Form
- Total Visits
- Total Time Spent on website

And not to give more importance to the below Categorical Variables. Because it's Coefficient values show negative values and also these variables have very lower chance to get converted for which we don't need to utilize our efforts as our goal is to make most of the customers converted.
- Do Not Email
- Page Views Per Visit
- No data
- Other

- Student
- Unemployed

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.**
- In this situation the company has to introduce some new things like Auto response email, so that people can get immediate response.
- Also, they can use chatbot in the website, so that people will be more interested to know about the company and that chatbots can provide all the required FAQs.
- These strategies can be used with customers that have a very high chance of buying a course.