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?**

Ans: Based on the final generated model and by considering the coefficient values of the Variables, the top three variables that contribute most towards the probability of a lead getting converted are:
- Lead Add Form (from Lead Origin)
- Working Professional (from what is your current occupation)
- Unemployed (from what is your current occupation)

	coef
const	-1.2020
Do Not Email	-0.3600
Total Time Spent on Website	1.1023
Lead Origin_Lead Add Form	4.6119
Lead Source_Direct Traffic	-1.0496
Lead Source_Google	-0.7804
Lead Source_Organic Search	-0.8639
Lead Source_Reference	-1.7425
Lead Source_Referral Sites	-1.3749
What is your current occupation_Student	1.1342
What is your current occupation_Unemployed	1.2613
What is your current occupation_Working Professional	3.7575

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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: Based on the above screenshot, by considering the coefficient values of the variables in the final model, top three categorical/dummy variables that help to increase the probability of lead conversion are:
- Lead Add Form (from Lead Origin)
- Working Professional (from what is your current occupation)
- Unemployed (from what is your current occupation)

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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: Good Strategy to employ during that 2 months period to make almost all the potential leads to be converted is to focus on the below variables as they are impacting more:

- Lead Add Form (from Lead Origin)
- Working Professional (from what is your current occupation)
- Unemployed (from what is your current occupation)
- Total time spent on website

Also, give less importance to the below variables as they have negative coefficients in the final model ,so they have less chance in getting converted .

- Lead source with values as Google, direct traffic, organic search
- Lead source with reference or referral sites.

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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 company can focus on implementing new strategies to minimize useless phone calls.

- By introducing automated mails and SMS
- By implementing chatbots on the website, where people can get answers for most of their questions.
- They can also contact all the customers who have the conversion probability of 1, from the final model.