Assignment Subjective Questions

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   The top three variables that contributes towards the result are
   - Last Notable Activity_modified
   - Last Activity_olark chat conversation
   - Total Time Spent on Website

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?**
   The top three categorical/dummy variables in the model to increase the probability are
   - Last Notable Activity_modified
   - Lead Origin_lead add form
   - Lead Source_direct traffic

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.**
   Here as X-Education has hired new interns to make the lead conversion more aggressive. So, we can form a strategy by concentrating more on the following aspects:
   - Potential leads seem to spend a good amount of time on the X-Education webpage (Total Time Spent on Website)

- Anyway, they may be over and over visiting to analyze courses from different platforms, as the number of visits might be for that reason. So, the focus of interns should be on highlighting the better aspects of X-Education compared to their competitors.
- Their last activity is through calls or Olark chat conversation
- They are working Professionals
- Their last notable activity is modified, email opened, page -visited on website, email link clicked
- Lead Origin is Lead add form
- Lead Source is direct traffic, welingak website

Also, if the leads are all covered as the next step Interns can try to reach out more possible leads by decreasing the cut off probability to define a potential lead which can decrease the precision but improves the specificity -better Recall, in turn enhancing the scope to generate more leads.

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.**
As they want to minimize the rate of useless phone calls
- They need to concentrate on alternate ways like automated emails and SMS to reach out the leads
- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure

Also, we can see that here the scenario needs a strategy for better precision than recall/ specificity so accordingly new cut-off probability to define a lead can be decided to avoid unnecessary phone calls.