<u>Assignment Subjective Question</u>

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

   Answer: Mostly "Tags" categories assigned to customers indicating the current status of the lead are contributing most towards the probability of a lead getting converted.

   Top three variables in our model are following:

   1. Tags : (Closed by Horizzon, Lost to EINS and Will revert after reading the email)
   2. Total Time Spent on Website
   3. Lead Source : Welingak 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?**

   Answer: 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. Tags_Closed by Horizzon
   2. Tags_Lost to EINS
   3. Tags_Will revert after reading the email

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.**

   Answer: By the look of the final model the 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

   1. Tags : where the sales team is tagging the potential leads at these current status - Closed by Horizzon, Lost to EINS and Will revert after reading the email)
   2. Total Time Spent on Website
   3. Lead Source : especially where the potentials leads came from Welingak Website

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.**

Answer: In the above scenario the sales team can avoid making calls where the variables are negatively correlated. In other word, as per the model, where the lead is not responding and current status is tagged as below

1. **Tags**_Ringing
2. In confusion whether part time or DLP
3. 'in touch with EINS'
4. 'Diploma holder (Not Eligible)'
5. upfront','Graduation in progress',
6. s'number not provided'
7. 'opp hangup'
8. 'Still Thinking'
9. 'Lost to Others'
10. 'Shall take in the next coming month','Lateral student'
11. 'Interested in Next batch'
12. 'Recognition issue (DEC approval)'
13. 'Want to take admission but has financial problems'
14. 'University not recognized','switched off'
15. 'Already a student'
16. 'Not doing further education'
17. 'invalid number', 'wrong number given'
18. 'Interested in full time MBA'
19. 'Interested in other courses'

Company has to introduce some new things like Auto response email, so that people can get immediate response. It is also recommended to use chatbot in the website, so that people will be more interested to know about the company and that chatbot can provide all the common required info.