

## Subjective Questions

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

Ans. Here are the key factors influencing the outcome:

- Total Time Spent on the Website
- Total Number of Visits
- Lead Source, including Google

- 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 three categorical/dummy variables that increase the probability are:

- Lead Source: Google
- Lead Source: Direct Traffic
- Lead Source: Organic Search

- 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. Phone calls should be made to individuals if:

- They spend significant time on the website; enhancing the site's appeal can encourage their return.
- They frequently revisit the website.
- Their most recent interaction was via SMS or an Olark chat conversation.
- They are working professionals.

- 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 scenario, it is advisable to prioritize other methods such as automated emails and SMS, making phone calls unnecessary unless there is an urgent need. This approach should be applied primarily to customers who show a very high likelihood of purchasing the course.

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