Subjective Questions

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

1. Total time spent on website greater than 15 minutes, there are more chances for lead to convert.
2. Working Professionals are more likely to convert.
3. Leads notified by SMS are more likely to convert.
4. Lead Profile with potential lead.

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?

Top categorical variables in the model which should be focused the most are:

1. Lead Source with element Welingak Website.
2. What is your current occupation.
3. Lead Origin with element Lead Add Form.

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.

Phone Calls must be done:

1. If the lead spent more than 15 minutes on the website.
2. If they are notified through the SMS already.
3. If 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.**

    1. The sales team can focus less on the leads when their last activity is unreachable or unsubscribed.
    2. The sales team can also avoid targeting students, when the company wants them to make phone calls only if necessary.