

## Assignment subjective solutions

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

Ans. Total time spent on website,  
Total visits,  
Lead source with elements 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. Lead source with element google,  
Lead source with elements direct traffic,  
Lead source with elements 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 must be made if people spending lots of time in website visit or people are taking good response on mail and messages, follow on call can be made to people taking interests on other platforms.

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 type of situation other type of strategies like emails, text messages, website pop up can be the good solution and phone call can be made only on when there is a high chance of conversion.