**Subjective Questions**

Question-1:

Answer:

Top three variables in your model which contribute most towards the probability of a lead getting converted are:

1. Total Time spent on the website
2. Tags will revert after reading the e-mail
3. Tags ringing

Question 2:

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. Lead Source
2. Lead Activity
3. Tags

Specialization and occupation categories have lot of no-details.

Question 3:

Answer:

Since we have completed the model and we have knowledge of whom to concentrate or not. In such scenario the hiring interns is a positive step by the company. Now the sales team have an extra momentum to aggressively cover the leads which are potential to convert and boost the conversion rate.

Now the strategy is very important for a company to accelerate its business to the next level.

Company should promote and portray the identity, personality and working culture. This helps the candidates see why they should choose you over a competitor and creates a positive sense of loyalty with the business. Current trend is relying lot more on research of company reviews and rating.

Regardless of how urgently you need to hire new employees, there is no safe way to speed up the process.

Since, company is planning to hire interns the passive candidates will be a good choice because they will engage at a much higher rate when a recruiter presents a brand that reflects their values.

Rather than relying on one site or platform to find potential candidates, should be using all possible sources.

Question 4:

Answer:

This is the time a company should focus on setting up long term goal to be reached and pushing shorter goals along the way. In the strategic planning process one must know the things that you will have to do first, and what to do later.

When a company consists of different departments then the objective of the company will be diversified so depend on the skills you need to succeed.

Now identify developing areas of the business, then decide on the skills need to achieve. Employers often focus on advanced digital and technical skills but considering and bringing candidates with different experiences will help to overcome off-target goals.

Review the past strategy and consider new challenges faced from the last quarter, differentiate your company from competitors.

Considering above ideas for hiring a candidate is a good move.