Subjective Questions

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   Answer: The primary variables that significantly impact lead conversion are:
   - Time spent by the lead on the website.
   - The total number of visits by the lead.
   - The lead source, specifically when it includes elements like 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?**
   Answer: The key categorical/dummy variables to focus on for enhancing lead conversion rates are:
   - The lead source when it includes elements like Google.
   - The lead source when it includes elements of direct traffic.
   - The lead source when it includes elements of 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.**
   Answer: To maximize lead conversions during the internship period, the strategy should involve making phone calls to leads who:
   - Spend a considerable amount of time on the website, which indicates engagement and interest.
   - Frequently return to the website, showing continued interest.
   - Have their last activity recorded as SMS or Olark chat conversations, indicating recent engagement.
   - Are identified as working professionals, who have a higher likelihood of conversion.

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 such situations, the company should prioritize alternative methods like automated emails and SMS. This approach ensures phone calls are reserved for urgent cases only. The previously mentioned strategy can still be utilized but should target customers with a high likelihood of purchasing the course.

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