Subjective Questions

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

Ans. These are the top variables that contribute towards the result

* + Total Time Spent on Website
  + Lead Origin Lead Add Form
  + What is your current occupation Working Professional

1. **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. Top 3 Categorical/Dummy variables to increase probability are:

* + Total time spent on website
  + Lead Source with elements Google
  + Last notable activity\_SMS sent

1. **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. Its good to focus on following columns

* + Total Time Spent on Website
  + What is your current occupation Working Professional
  + Last notable activity\_SMS sent

Other than this we can make our website more interesting and giving some offers to people so they will get attracted towards our courses.

We will ensure them about our placement services as well.

**We have to target those people who is having lead score more than 40 % because chances of converting them is easy as compare to others.**

1. **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 condition they need to focus more on other methods like automated emails and SMS.

Other than that we can check the lead score of the person between 80 to 100 , because without spending so much time, marketing team will easily convert them.