

## ASSIGNMENT SUBJECTIVE QUESTIONS

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

- Total time spent on website
- Total visits
- Lead source with 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?

- Lead source with google
- Lead source with elements direct traffic
- Lead source with elements 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.

- Working professionals
- They spend a lot of time with websites.
- Last activity through SMS or through other chat conversations

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.

- In this scenario they need to focus more on other methods with automated mails and SMS. They way calling won't be required unless it is emergency.
- The above strategy can be used for the customers that have a very high chance of buying the course.