Subjective Questions

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

Ans. The top variables that contribute towards the result are:
- 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. Top 3 Categorical/Dummy variables to increase probability are:
- Lead Source with element google
- Lead Source with element direct traffic
- Lead Source with element 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 should be done to people if:
- They spend lots of time in the website and bringing them back to the website can be achieved by making the website interesting.
- They often come back to the website
- Their last activity is SMS or Olark chat conversation
- They are working professionals.

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. Automated emails and SMSs are the best way to go in this condition. Thus, calling won't be necessary unless there is an emergency. This strategy can only work with customers that have very high chance of buying the course.

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