# 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 in lead getting converted
   - Total Time Spent on Website.
   - Lead Source: Welingkak and Olark chat contribute maximum lead conversion.
   - Lead Origin: Lead Add form

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**: The top 3 categorical/dummy variables to be focused on are:
   - Total Time spent of the website
   - Current Occupation: Focus on Working professional instead of Students
   - Lead Source:  Olark Chat

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:** X Education team should do the Phone calls to people if they:

   - Spend a lot of time on the website (Leads spend more time on the website if they find the website informative, functional and Responsive). So, the company should also work on their website content and information.
   - They are identified by Lead Add form Origin.
   - Have Welingkak chat and Olark Chat conversation

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:** First they should work on their website so that people should spent more and more time on their platform. This will lead to increase the probability of Conversion. Unless it is not an emergency, automated emails and SMS can be used.