Subjective Question Answer

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

   Answer: The top three variables are following:
   - Lead Origin_Lead Add Form
   - Last Activity_SMS Sent
   - Tags_Will revert after reading the email

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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 in the model are:
   Lead Origin
   Lead Source
   Last Activity

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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: They should implement the following strategies:

   a) Focus on leads where the customer was identified as a lead, such as those from API and Landing Page Submissions.

   b) Prioritize leads based on the last activity performed by the customer, including Email Opened and Olark Chat Conversation.

   c) Target leads who have engaged with emails by reading or replying, indicating their interest.

   d) While approaching students is an option, it's important to note that their conversion probability might be lower due to the industry-based nature of the course. However, this can also serve as motivation for ensuring industry readiness upon completion of their education.

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 this scenario, it's essential to emphasize alternative methods such as automated emails and SMS. This reduces the necessity for calls except in urgent situations. The aforementioned strategy prioritizes efficiency and responsiveness.

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