Assignment-based Subjective Questions:

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

Answer: Based on the final generated model and by considering the coeffiecient values of the variables, the top threee viables that contribute most towards the probability of a lead getting converted are:

      a. Lead Add Form
      b. Working Professional
      c. Unemployed

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2. What are the top three categorical dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Answer: By considering the coefficient values of the variables in the final model top threee categorical variables that help to increase the probability of lead conversion are Lead Add Form, Working Professional, Unemployed.

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3. XEducation period has a period of 2 months every year during which they hire some interns. The sales team in particular, has around 10 interns alloted to them. So, during this phase , they wish to take the lead conversion more aggressive. So, they want almost all of the potential leads(i.e., the customres 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: Good strategy to employ during that two months period to make almost all the potetial leads to be converted is to focus on the variables like Lead Add Form, Working Professional, Unemployed, Total time spent on the website are impacting more.
Also give less importance to the variables like Lead sourcewith values as Google, direct traffic, organic search and Lead source with reference or reffaral sites as they have negative coefficients in the final model, so they have less chance in getting converted.

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4. Similarli, at times, the company reaches its target for a quarter before the deadline.During this time, the company wants the sales team to focuson some new work as well. So during this time, the company's aim is not make the phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should empy at this stage.

Answer: In this situation company can focuson implementing new strategies to minimize useless phonecalls.

      a. By introducing automated mails and SMS
      b. By implementing the chatbots on the website, wherepeople can get answersfor m ost of thier questions
      c. They can also contact all the customreswho have the conversion probability of 1, from the final model.