Subjective Questions

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

   The top variables that contribute towards the result are Total Time Spent on Website, Lead Origin_Landing Page Submission, Lead Source_Welingak Website.

2. **What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?**

   Top 3 Categorical/Dummy variables to increase probability are:
   - Lead Source_Olark Cha
   - Lead Source_Welingak Website
   - Last Activity_Olark Chat Conversation

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.**

   Phone calls should be done to those who satisfy the below:
   - They spend a lot of time on the website. To improve traffic the website can be made more engaging.
   - They are seen visiting the website often.
   - Their last activity in SMS or Olark chat.
   - 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.**

   In such cases they should resort to automated emails and SMS. This can be employed with the customers who have high probability of buying the course.