

Subjective Questions:

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

Answer : The top 3 variable are -

Total Time Spent on Website

Lead Source_Reference

Lead Source_Welingak Website

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 top 3 categorical variables are:

Lead Source_Reference

Lead Source_Welingak Website

Current_occupation_Student

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: The following strategies can be adopted:

- They can lower the probability cut-off so that more leads can be classified as hot leads.
- They should contact the leads whos source is Welingak website or reference, has last activity as SMS Sent or as they have a highe chances of conversion.
- Apart from that they can also look for people who spend a lot of time on their website as they can be potential hot leads.

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: The following stategies can be adopted:

- The probability cutoff can be raised so that only those leads are contacted those have very high chance of conversion.
- A personalised SMS or email should be sent to the leads and only the ones responding positevely should be contacted.
- The only priority should be given to customers who spent a considerable amount of time on website because they have a high chances of getting converted.