**Subjective Questions: Answers**

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

The top three variables which contribute most towards the probability of a lead getting converted are as follows:

1. lead\_source\_wellingak\_website

2. lead\_quality\_worst

3. total\_time\_spent

**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**

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 are as follows:

1. lead\_source\_wellingak\_website

2. lead\_quality\_worst

3. lead\_quality\_not\_sure

**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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

The strategy during this period shall be to focus on the wider range of lead audience which might prove to be beneficial as this would enhance the chances of conversion of those leads which have slightly less chance of getting converted. Doing this would ensure better utilization of resources.

**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.**

The company shall focus on email marketing in this scenario. This will not only improve their position in the market but shall also significantly increase their chances of conversion when they would return to making the phone calls