

## **Subjective Questions and Answers**

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

The Top three variables in the model are highlighted as below :

- Tags\_Closed by Horizon
- Tags\_Lost to EINS
- Tags\_Will revert after reading the email

- 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?**

The top three categorical variables in the model which should be focussed the most are:

- What is your current occupation\_Working Professional
- Last Notable Activity\_SMS Sent
- Tags\_Will revert after reading the email

- 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.**

The good strategy that they should employ at this stage are as follow: -

- Phone calls must be done to people who are spending more time on the websites, filling forms, coming back with queries.
- The one who have permitted to call as well as email.
- Reverting back as ping you after reading mail.
- Target the 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.**

The strategy that they should employ In this scenario is that they can choose the customers who have allowed for the call and email both. They can more focus on advertising and sending SMS to all the customers. Customers in need will connect surely and company won't have to call much customers.

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