## SUBJECTIVE QUESTIONS
## LEAD SCORING CASE STUDY
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1.      Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

**Ans:**  The top three variables in our model which contribute most towards the probability of a lead getting converted are as follows:-

- TotalVisits
- Lead Source_google
- Total Time Spent on 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?

**Ans:**   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:-

- Lead Source_welingak website
- Lead Source_reference
- What is your current occupation_working professional

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.

**Ans:**   The suggested strategy is to call up people if:

- Their last activity was through SMS or Olark chat conversation.
- The person has a management specialization
- The person is working professional
- The person is visiting website repeatedly
- The person is spending a lot of time on the website

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.

**Ans:**    The company should focus on alternate means of communication like automated SMS or e-mail since it has shown a high conversion rate.