Subjective Questions

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

Ans: Occupation_working_proffessional ,Welingak website,Lead Add form are the variables which contribute towards lead getting converted .

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: Occupation_working_proffessional ,Welingak website,Lead Add form 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

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: Target those customers which the model has predicted high probability of conversion with Aggressive follow ups and labeling them as priority lead.

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: Work more on customer service or giving proper assitance review there feedback to make changes to their sales approach.Do marketing ,advertising of the company