ASSIGNMENT SUBJECTIVE QUESTIONS

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 contribute to leads getting converted in our model are :

   - Lead Origin_Lead Add Form 4.76
   - Last Notable Activity_SMS Sent 1.77
   - Last Activity_other_ act 1.27

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 our model which should be focused the most in order to increase the probability of lead conversion are:

   1) **Lead Origin_Lead Add Form:**

      - We should focus on more budget in terms of advertising, etc. to attract more leads.

   2) **Last Notable Activity_SMS Sent :**

      - We can provide discounts for providing references that convert to lead to encourage more references.

   3) **Last Activity_other_ act:**

      - We should communicate over the phone call

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: To make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their coefficients:

  1.Focus on leads with high potential:

   Lead Origin_Lead Add Form4.76

   Last Notable Activity_SMS Sent 1.77

   Last Activity_other_ act 1.27

Thus, the sales team should prioritize calling leads from these sources during the intern-hiring period.

  2.Leverage effective communication channels: Leads who have been sent SMS   messages and have opened the emails are also more likely to convert.

  3.Maximize website engagement: Total Time Spent on the Website is also a good   indicator of the lead's interest in X Education's services Therefore, the sales team should also prioritize calling leads who have spent a significant amount of time on the website.

4.Maintain a multi-channel approach: Finally, the sales team should also make sure to follow up with leads who have interacted with X Education through multiple channels. The sales team should make sure to follow up with leads who have used multiple channels to interact with X Education.

In summary, to make lead conversion more aggressive during the intern-hiring period, X Education should focus on leads from high-potential sources, leverage effective communication channels, maximize website engagement, and maintain a multi-channel approach.

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 phonecalls. Suggest a strategy they should employ at this stage.**

Ans : X Company has to follow some strategy to employ to minimize the useless phone calls are:

- Focus on building relationships with customers through communication channels like email, social media etc.

- Focus on lead nurturing activities such as personalized emails, SMS and targeted newsletters.

- Focus on sending SMS to customers that likelihood of getting converted.

- Make a strategy for give discounts to potential customers.