

## Subjective Questions Solutions:

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

**Answer:**

Below are the top 3 variables that contribute towards the result:

- Lead Origin
- Tags
- Last Activity

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?**

**Answer:**

Top 3 categorical / Dummy variables to increase probability in our case are:

- Tags\_Closed by Horizzon
- Tags\_Will revert after reading the email
- Lead Source\_Welingak Website

**Note:** "Tags\_Lost to EINS" – although this one has higher co-efficient value – this is a candidate lost to another organization – hence not considering in this case

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.**

**Answer:**

To get the best out of this aggressive lead conversion phase, data suggests the below candidates to be the focus:

- Candidates who spend lot of time on the website, perhaps make the website more interactive, attractive to get candidates to come back more. Or even give more exciting offers on website.
- Focus on candidates that have their last activity through SMS
- Working professionals seem to be great candidates as well- especially management stream

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.**

**Answer:**

Should the team meet their targets before hand, then perhaps the team can focus on sending automated SMS to the potential candidates with high probability score, redirecting them to Horizon which has a high closing ratio.

Perhaps Automated IVR calls to check interests may also be a good idea.