

Assignment Subjective Questions

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

Answer: The top 3 variables in our model which contribute the most towards the probability of the Lead getting converted are:

- **What is your current occupation_Working Professional**
- **Lead Origin_Lead Add Form**
- **Lead_Source_Welingak_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?

Answer: The top 3 categorical/dummy variable in the model which should be focused the most on in order to increase the probability of the lead conversion:

- **Total Time Spent on Website**
- **Lead Source_Google**
- **Last Activity_Converted to Lead**

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: The good strategy here would be to focus on those variables/factors which can turn the scenario and make it into a Lead. Therefore, to achieve that we would have to focus on these variables strictly:

- **What is your current occupation_Working Professional**
- **Lead Origin_Lead Add Form**
- **Lead Source_Welingak website**
- **Total Time Spent on Website**
- **Lead Source_Google**
- **Last Activity_Converted to 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.

Answer: As we have recall percentage as 78%, the true relevant result is better hence there would be less useless calls. Follow up with the below given variables, it would reduce the number of useless calls.

- **What is your current occupation_Working Professional**
- **Lead Origin_Lead Add Form**