**Assignment Subjective Questions and Answers**

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 are based on the model:

* **Country**
* **Do not email**
* **Lead Source**

1. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

**Ans:**

The top three dummy variables to increase the probability:

* **Lead Source**
* **Do not email**
* **Country**

1. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 many of such people as possible. Suggest a good strategy they should employ at this stage.

**Ans:**

* Given the aforementioned situation, the sales team must be contacting each and every lead through email rather than through phone calls to better understand their suitability and expectations from X Education. And based on the data collected by the sales team, X Education should work towards their onboarding.

1. Similarly, at times, the company reaches its target 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 aims 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:**

* Given the aforementioned situation and the logistic regression model created, it is recommended that X Education should utilize its resources in different activities as this organization always meets its quarterly goal. X education should prefer to avoid making phone calls until absolutely required. They need to focus on some other work or any other method like sending Emails and SMS.