

## Subjective Questions

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

**1. Total Visits**

- Positive contribution
- Higher Total number of Visits to platform
- Higher the probability of the lead converting into a customer

**2. Total Time Spent on Website**

Positive contribution

- Higher the time spent on the website
- Higher the probability of the lead converting into a customer
- Sales team should focus on such leads

**3. Lead Source**

- Can't ignore lead source as it is the most important feature.

**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?**

1. Lead Origin → Lead Add Form
2. Lead Source → Olark Chat
3. Last Activity → Had a Phone Conversation

**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.**

1. Developing a predictive model by incorporating relevant factors such as time spent on the website, total visits, lead sources, and more.
2. Equipping interns with a readily available model for their use.
3. Initiating a process of continuous SMS and call engagement, aiming to establish rapport, understand their concerns, backgrounds, and financial status.
4. Demonstrating the value of this platform/course in enhancing career prospects and subsequently securing their commitment.

**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.**

1. Avoid directing efforts towards leads without current employment, as they might lack the financial means to invest in the course.
2. Refrain from targeting students, as they are actively engaged in their studies and might be hesitant to enroll in a course tailored for working professionals at this stage.