LEAD 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 in my model which contribute most towards the probability of a lead getting converted:**
   1. **Tags_Closed by Horizzon**
   2. **Tags_Lost to EINS**
   3. **Lead Origin_Lead Add Form**

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: **Apart from the above top 3 categorical variables, the top three variables in my model which contribute most towards the probability of a lead getting converted:**
   1. **Tags_Will revert after reading the email**
   2. **Last Activity_SMS Sent**
   3. **Lead Source_Olark Chat**

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 increase the conversion rate, the sales team can particularly focus on the following features:**
   1. **Tags_Closed by Horizzon**
   2. **Tags_Lost to EINS**
   3. **Lead Origin_Lead Add Form**
   4. **Tags_Will revert after reading the email**
   5. **Last Activity_SMS Sent**
   6. **Total Time Spent on Website**

   Also, if they want to call the number of potential leads (i.e., the customers who have been predicted as 1 by the model) then the sales team need to see the final dataframe and call the respective prospect ID customer who have a lead score above 30 since there are customers who have been predicted as 1. Below it there are no customers who are predicted as 1 by the final model.

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.

   Ans: **To reduce the number of useless phone calls, the sales team need to not focus on these features since they lower the conversion rate chances:**
   1. **Lead Source_Reference**
   2. **Tags_Other Tags**
   3. **Last Notable Activity_Olark Chat Conversation**
   4. **Last Notable Activity_Modified**
   5. **Last Notable Activity_Email Link Clicked**

   Also, to avoid wastage of time, sales team should call only those Prospect ID customers having a lead score of greater than 90 since they have a higher chance of getting converted.