Subjective Questions

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

Ans: These are the top variables that contribute towards the result
- Total Visits
- Total Time Spent on Website
- Page Views Per Visit

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: Top 3 Categorical/Dummy variables to increase probability are:
- Lead Origin Lead Add Format
- Lead Source Olark Chat
- Lead Source Welingak Website

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: The good strategy to employ at this stage to make almost all the potential leads to be converted is to below continuous and categories and dummy variables as these features are impacting more on potential lead to be converted
- Total time on website
- Total visits
- Lead source with elements Olark Chat
- Last activity with elements SMS sent
- Current occupation as working professional

And not to give importance to below categorical variables. As it's coefficient value shows negative values and also these variables have very low chance to get converted.
- Page views per visit
- Last activity Email Bounced
- Do not Email Yes
- Last Activity Olark Chat Conversation

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:

- In this situation the company has to introduce some new strategies like auto response email or what's app message, so that people can get immediate response.
- Also company can develop chatbot in the website, so that people can ask their questions on it directly and get immediate response of their queries.
- These above strategies can be useful for company.