Subjective Answers:

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

A. The variables that contribute to a probability Lead getting converted in the proposed model are as follows:
   - **Total Time Spent on Website** (indicates the total amount of time spent on the website)
   - **Lead Source_Reference** (indicates if the lead was generated via a reference)
   - **Last Activity_Had a Phone Conversation** (indicates that the last activity was a phone conversation with a sales representative)

2. *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?*

A. The top dummy variables that contribute towards the conversion of a lead are as follows:
   - **Lead Source_Reference** (indicates if the lead was generated via a reference)
   - **Last Activity_Had a Phone Conversation** (indicates that the last activity was a phone conversation with a sales representative)
   - **Last Notable Activity_Olark Chat Conversation** (indicates that the prospect lead acquired has had an interaction with the chatbot/ sales person via Olark Chat)

3. *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 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.*

A. If all potential leads are to be converted and there are more resources that can be allocated for the task, the **threshold of conversion can be <u>decreased</u>** to enable all the potential leads to reflect from the 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.*

A. If the rate of useless calls is to be minimized and more focus is to be given as there is lesser time allocated to chase leads, the **threshold of conversion can be <u>increased</u>** to make sure all the *hot* potential leads reflect in the model.