

## Subjective Questions

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

The top three variables that contribute towards the probability of a lead getting converted are:

1. Total Time Spent on Website
2. Total Visits
3. Lead Source with elements Google

**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?**

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 are:

1. Lead Source with elements google
2. Lead Source with elements direct traffic
3. Lead Source with elements organic search

**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.**

In order to get the greatest number of leads, a phone call should be made to the following people:

1. If they spend a lot of time on the website and this can be done by making the website interesting and thus bringing them back to the site.
2. If they are seen coming back to the website repeatedly.
3. If their last activity is through SMS or through Olark chat conversation.
4. If they are working professionals.

**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. To minimise the use of resources, the company can make calls only to those customers whose probability of buying the product is very high.
2. If the company is looking to stop the calling process completely, then it must focus on other economical means to reach its customers like SMS or e-mails.