# Case Study based Subjective question

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

   Lead Source

   Occupation

   Last Activity

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?**

   Lead Source_welingak Website
   Lead Source_Reference
   what is your current occupation_working Professional

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.**

   One strategy that X Education can employ during the 2-month period is to decrease the lead score threshold for making phone calls. By lowering the lead score threshold (Currently 85 for the final Result), the sales team can target a larger pool of potential leads, including those who may have a lower predicted probability of conversion. This can increase the number of phone calls made and potentially increase the number of conversions during this period. However, it is important to monitor the effectiveness of this strategy and adjust the Read

score threshold as needed to ensure that the sales team is not wasting time on leads that are unlikely to convert.

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.**

One strategy that the company can employ during this period is to increase the lead score threshold for making phone calls. By increasing the lead score threshold, the sales team can focus on leads that are more likely to convert and avoid wasting time on leads that are unlikely to convert. However, it is important to monitor the lead score threshold and adjust it as needed to ensure that the sales team is not missing out on potential conversions.

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