Subjective Questions

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   Ans. Depending on the variable coefficient the following attributes contribute the most towards the probability of a lead getting converted:
   a. Lead Origin_Lead Add Form
   b. Last Notable Activity_SMS Sent
   c. Total Time Spent on Website

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. a. Lead Origin_Lead Add Form
   b. Last Notable Activity_SMS Sent
   c. Specialization Finance Management

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.
   1. Initially helping the interns to understand how to qualify the leads based on factors such as time spent on website, sending SMS and understanding the lead Origin.
   2. Next is to have a constant follow-up with the customer along with probing to understand their requirement so that the sales team can share the best courses suited to their requirement.
   3. Moreover, it is also important for the sales team to understand why the customers are looking out for the course so that the best pitch could be made as per their needs.
   4. Working professionals which are unemployed are the one who will be looking out for a career opportunity by going through the courses.

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.
   1. The process should be automated, in this condition they need to focus more on other methods like auto emails and SMS.
   2. This way calling won't be required unless it is a call back request or an unplanned situation.
   3. The one to one calling strategy can be implemented with the customers who are sure and have a very high chance of enrolling the course.