Subjective Questions and their Answers

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 based on the final model which contributes most towards the probability of lead getting converted are:
   - lead_source_welingak website
   - lead_source_reference
   - last_activity_sms sent

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 that be focused most in order to increase the probability of lead conversion are:
   - lead_source_welingak website
   - lead_source_reference
   - last_activity_sms sent

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.**

   To boost lead conversion during the intern-hiring period, X Education can use a targeted strategy. Here's a simple plan based on the given information:

   Focus on high-potential leads: Pay special attention to leads that have a higher chance of converting.
   - Welingak Website leads
   - Reference leads

   Prioritize calls: The sales team should prioritize making calls to leads from these sources during the intern-hiring period. In simpler terms, concentrate on leads from the Welingak Website, and references, as they have shown a higher likelihood of converting. This focused approach can improve the effectiveness of lead conversion efforts.

Make the most of effective communication channels: Leads who received SMS messages and opened emails are more likely to convert. Thus, it's recommended for the sales team to prioritize calling leads who have received SMS messages or opened emails from X Education. This strategy capitalizes on the higher likelihood of conversion associated with these communication activities.

Boost website engagement: The total time a lead spends on the X Education website is a valuable indicator of their interest. Hence, the sales team should give priority to calling leads who have invested a considerable amount of time exploring the website.

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.***

To reduce unnecessary phone calls after achieving the quarterly sales target ahead of schedule, the sales team can implement the following approach:

- Emphasize lead nurturing activities, including personalized emails, SMS messages, and targeted newsletters.
- Implement automated SMS messages for customers with a high likelihood of conversion.
- Seek feedback from existing customers to enhance the quality of generated leads and optimize the conversion rate.
- Collaborate with the sales team, management, and data scientists to refine the model and gather feedback on its effectiveness.
- Develop a strategy for offering discounts or incentives to potential customers to motivate them to take action.