**Subjective Questions**

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

**Ans.** These are the top variables that contribute towards the result

* + Lead Origin
  + Current Occupation
  + Lead Source

1. **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.** Top 3 Categorical/Dummy variables to increase probability are:

* + Lead Origin\_Lead Add Form
  + Current occupation\_Working Professional
  + Lead Source\_Welingak Website

1. **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.** Lower threshold value for Conversion Probability should be chosen. Hence a very high value of the Sensitivity rating is ensured which in turn will make sure almost all leads that are likely to Convert are identified correctly.

Phone calls must be done to people 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. They are seen coming back to the website repeatedly.
  + Leads who spend more time on the website have higher conversion rates hence should be contacted on top priority.
  + Need to focus more on generating more leads from reference and welingak website while improving lead conversion of Olark chat, organic search, direct traffic, and google
  + Leads sources Welingak Website and Olark Chat have higher conversion rates so they should be contacted on priority.
  + Leads should be followed once Last Notable Activity is ‘SMS Sent’ and their Tag is ‘Will revert after reading the email’.
  + Students, unemployed leads have lower conversion rates so it should be taken as low priority.
  + Working Professionals have higher conversion rates so they should be contacted on priority. Also leads Lead Quality as Worst should be the last to be contacted.

1. **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:**

The core idea here to reduce useless phone call so, False Positive should be minimized (Optimize on Specificity).

As the company’s aim is to not make phone calls as target for a quarter before the

deadline has been achieved by:

* Then ‘Total Visits’ can be increased by advertising etc. as it helps in higher conversion. This would allow us to avoid calls to the uninterested customers.
* In this situation the company has to introduce some new things like Auto response email, so that people can get immediate response.
* Also can use catboat in the website, so that people will be more interested to know about the company and that catboats can provide all the common required info.
* These strategies can be used with customers that have a very high chance of buying course.

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