

SUBJECTIVE QUESTIONS

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - **Tags**
 - Positive contribution
 - **Total Time Spent on Website:**
 - Positive contribution
 - **What is your current occupation:**
 - Negative contribution
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?
 - **Tags_Closed by Horizzon**
 - **Tags_Lost to EINS**
 - **Tags_Will revert after reading the email**
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.**
 - **Who spend a lot of time on the X-Education website should be targeted. (The total amount of time spent on the website)**
 - **“will revert after reading the E-mail” are most likely to get converted so sales team should focus more on that.**
 - **Lead Source comes from reference have the higher number of conversion rate.**
 - **Person with last activity as SMS sent are most likely to get converted.**
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.**
 - **Sales team should avoid unemployed leads and students. They can target working professionals as they are most likely to convert.**
 - **Sales team should avoid person with lead source Olark Chat and Google.**