Subjective Questions

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
    1. **Total Visits**
        - Positive contribution
        - Higher Total number of Visits to platform, higher the probability of the lead converting into a customer
    2. **Total Time Spent on Website**
            Positive contribution
        - Higher the time spent on the website, higher the probability of the lead converting into a customer
        - Sales team should focus on such leads

    3. **Lead Source**
        - It is the important feature which should be focus

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?**
    1. Lead Origin_Lead Add Form
    2. Lead Source_Olark Chat
    3. Last Activity_Had a Phone Conversation

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.**

    1. Develop a comprehensive model by taking into account essential factors such as the duration of time spent on the website, total visits, and leads' references, among others.
    2. Equip interns with a prepared model to facilitate their understanding and implementation.
    3. Initiate a consistent stream of SMS and phone calls, aiming to establish familiarity with leads, engage in discussions about their issues and background, and evaluate their financial situations.
    4. Emphasize the value of the platform/course in terms of its potential to contribute to their career growth, ultimately aiming to convert them into customers.

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.**

1.
   Avoid prioritizing leads who are unemployed as they may not have the financial resources to invest in the course.
2. Refrain from targeting students as they are currently engaged in their studies and may not be interested in enrolling in a course designed for working professionals at such an early stage