**Assignment Subjective Questions**

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

**Ans** – *The top three variables that contribute most towards probability of lead getting converted are:*

* 1. *Total Visits*
  2. *Total time spent on website*
  3. *Last Notable activity had a phone conversation.*

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** *.Lead Origin\_Lead Add Form; Last Notable Activity\_Unreachable; 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** – *Follow ups through calls and emails with high conversion probability leads is suggested. This can be done with leads who have –*

1. *Target leads that spend more time on the website and on the platform.*
2. *Leads that have come through reference by someone will have a very high chance of converting.*
3. *Target leads that very often visit the page to check for any updates in the course or for the information.*
4. *Working professionals can also be approached who are looking for a different job role or can be influenced by the skills that this course provides.*
5. **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** – *for leads that actually willing to be a part like working professionals.*

*Students would definitely not be interested as they already are studying somewhere else.*