

## Subjective Questions

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

**1. Lead Score**

- The source from which the lead originated can be crucial factor.
- Different lead sources may have varying conversion rates.
- It is the important feature which should be focus

**2. Total Visits**

- Positivity
- High number of visits to platform
- Lead Converting is high in probability to customer.

**3. Total Time Spent on Website**

- Higher the time spent on the website, higher the probability of the lead converting into a customer
- Sales team should focus on such leads

**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.** Last Activity had a Phone Conversation

**2.** Lead Type

**3.** Lead Origin Lead Add form

**4.** Lead Engagement Level

**5.** Lead Source Olark Chat

**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.** Target leads that have come through References as they have a higher probability of converting

**2.** Making a model by considering various points that required for model likewise Time spent on site, total visits, leads reference, etc.

**3.** Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education.

**4.** Target leads that repeatedly visit the site.

**5.** Start sending SMS and making calls repetitively, try to get more familiar with them, discussing their problem, background, looking.

**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. No to focus on unemployed lead, they might not have budget to spend amount on course.
2. Should not focus on students also, they were studying will not be able to enroll for the course especially designed for working professionals.