Subjective Questions

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

According to the analysis, the top three variables which contribute most towards the probability of getting a lead converted are:

(i) **The Total Time Spent on the website** – It shows more the time spent on the website, higher is the probability of the lead getting converted into a customer.

(ii) **What is your Current Occupation** - It shows that unemployed people are the larger group of leads but conversion is higher in Professional group which is a smaller group. This can be because of the higher fees for the course which unemployed people cannot afford and also professional people always look for upskilling courses.

(iii) **Lead Origins** - Lead Add Form has the highest Percentage of conversions. API and Landing Page Submission have less conversion rate but has maximum number of leads counts.

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?**

The top 3 categorical/dummy variables in the model which should be focused the most to increase the probability of lead conversion are:

(i) What is your current occupation_Working Professional
(ii) Lead Sources_Welingak Website & Reference
(iii) Lead Origin_Landing Page Submission or Lead Origin_Lead Add Form

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.**

At this period in X Education as there is more resources in hand with the organization, they can concentrate on people who visits the website more and spent more time in the website. Also, they can concentrate on Leads who have visited the site through references as they would have heard positive reviews from their peers and would be interested in any courses. The sales team can look them as 'Hot Leads'. Another main potential leads would be working professional as their rate of conversion is high but unemployed or students should not be left, they can also be pushed citing the importance of upskilling to be in the professional industry.

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.**

They can strategize by following-up via SMS or Olark Chat Conversation to the potential leads whose conversion rates are high. Phone calls can be done on the Hot Leads who have high chance of registering for a course like Working Professional.