Subjective Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans. These are the top variables that contribute towards the result
   - Tags_Lost to EINS
   - Tags_Closed by Horizzon
   - Lead Source_Welingak Website

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?
   Ans. Top 3 Categorical/Dummy variables to increase probability are:
   - Tags_Lost to EINS
   - Tags_Closed by Horizzon
   - Lead Source_Welingak Website

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.
   Ans:
   - Develop a logistic regression model to assess the probability of conversion for all potential leads. Focus on aggressively pursuing leads with a probability above a cutoff of 0.35, utilizing lead sources and tags that demonstrate a positive correlation with the target variable.
   - Prioritize phone calls to individuals who:
     - Spend significant time on the website, which can be enhanced by making the site more engaging to encourage return visits.
     - Frequently return to the website.
     - Last interacted via SMS or through Olark chat.
     - Are working professionals.

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.

   Ans:
   - Utilize automated emails and SMS to maintain communication with leads.
   - Conduct customer satisfaction calls with existing clients to gather feedback and gain referrals.