

## Subjective Questions

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

**Ans :**

Top three positively correlated features are :

- I. Total Time Spent on Website
- II. Tags\_Will revert after reading the email
- III. Lead Origin\_Lead Add Form

Top three negatively correlated features are :

- I. Last Activity\_Olark Chat Conversation
- II. Last Notable Activity\_Modified
- III. Tags\_Ringing

**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 :**

- a. Tags
- b. Lead Origin
- c. Last Notable Activity

This 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

**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 :**

- They spend alot of time in the website and this can be accomplished with the aid of making the website fascinating and as a consequence bringing them lower back to the site.  
They are viewed coming lower back to the internet site repeatedly  
Their remaining endeavor is thru SMS or via Olark chat conversation  
They are working specialists
- Target leads that spend a lot of time on X-Education web page (Total Time Spent on Website)  
Target leads that persistently go to the web page (Page Views Per Visit). However they may be many times journeying to examine publications from the different sites, as the variety of visits would possibly be for that reason. So the interns ought to be a bit greater agresive and must make certain aggressive factors the place X-Education is better, are stringly highlighted.  
Target leads that have come thru References as they have a greater likelihood of converting  
Students can be approached, however they will have a decrease likelihood of changing due to the direction being enterprise based. However, this can additionally be a

motivating thing to make sure enterprise readiness via the time they entire their training

- 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 :**

- Do now not center of attention on unemployed leads. They may now not have a price range to spend on the course
- Do no longer center of attention on students, due to the fact that they are already analyzing and would now not be inclined to sign up into a route particularly designed for working professionals, so early in the tenure