Subjective Questions

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

   - Total Visits: If customer more and more visit the websites, they're potential lead.

   - Total Time Spent on Website: Leads spending more time on website can be our potential lead.

   - Lead Source: Lead add form Leads who have engaged through 'Lead Add Form' having higher conversion rate so company can focus on it to get more number of leads cause have a higher chances of getting converted.

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?**

   They are:
   - Lead Origin_Lead Add Form
   - Last Activity_Had a Phone Conversation
   - What is your current occupation: working professional

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.**

   - Base on our final model, we can filter customers who have lead scores higher than 80 to be 'hot leads' . It's easier to covert these people.
   - Besides that, consider to filter and sort leads who have many points such as high time spent on site, high total visits, leads reference, lead origin: lead add form, working professional....
   - Try to make calls repetitively, or you can use sms or olark chat to contact them. Try to get more familiar with them, discussing their problem, background, looking their financial condition
   - Prove them that this platform/course will help them building their career and finally convert them

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.**

    - Forcus on peopple with current occupation as working professionals
    - Focus on people who have lead sources from welinkak website, or lead origin with Lead add form
    - Try to contact them via email, sms, olark chat to minimize the rate of using phone calls.