Subjective Questions

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

Ans. The top three variable that contribute most towards the probability of a lead getting converted are:

- Total Time Spent on Website
- Total Visits
- Lead Source

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. The top 3 dummy variable are:

- Lead Source_Google
- Lead Source_Organic Search
- Last Activity_SMS Sent

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. The interns should focus more on people if:

- They have spent a lot of time on the website and keep coming back to the website.
- They keep browsing the website repeatedly.
- They have Working professional as their occupation.
- Their last activity is through SMS or Olark chat conversation.

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. Automated emails and SMS can be preferred in such cases. The company can introduce some offers for the potential buyers. Unless the person is a hot lead, it would not be required to call the person.