# Subjective Questions & Answers

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

-> The top three variables in our model that contribute most towards the probability of a lead getting converted are: -

1. Lead Origin
2. Total Time Spent on Website
3. Last Activity

**Q.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 dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are: -

1. Lead Origin_Lead Add Form
2. Total Time Spent on Website_1000+
3. Last Activity_SMS Sent

**Q.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 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.**

-> During the said phase, the sales team should reduce the optimal probability cut-off point to some value at which the desired number of leads are predicted to be converted. Doing this will increase the sensitivity of the model but the specificity will decrease. So, more leads are going to be predicted as converted.

**Q.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 is extremely necessary, i.e., they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

-> During the said phase, the sales team should increase the optimal probability cut-off point to some value at which the desired number of leads are predicted to be converted. Doing this will decrease the sensitivity of the model but the specificity will increase. So, less leads are going to be predicted as converted.