
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 three variables that have the highest contribution to the probability of a lead getting converted in the model are:

- **Current Occupation:** Working professionals have the highest lead conversion, followed by unemployed and students. Business owners have the lowest conversion rate.
- **Lead Origin:** Leads from Google, Olark Chat, and Press Release Ref have a high conversion rate.
- **Last Activity:** Leads who resubscribed, opened emails, or had phone conversations are very likely to buy courses.

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 categorical/dummy variables that require the most attention in the model to increase the probability of lead conversion are:

- Total Visits
- Total Time Spent on Website
- Lead Origin_Lead Add Form

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: Based on the model, we recommend the following strategy to convert potential leads during the intern hiring period:

- The potential leads are the ones who fill the form, with a focus on working professionals.
- Concentrate on leads whose last activity is SMS sent or email opened.
- Prioritize customers who spent a significant amount of time on the website.
- Avoid focusing on customers whose emails bounced back.

- If the lead source is referral, they may not be a potential lead.
 - Focus less on leads who did not fill in the specialization field as they may not know what to study and are not the right target audience.
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: During the period when the company wants to minimize useless phone calls, we suggest the following strategy:

- Identify "hot leads" who have a higher conversion rate, to minimize the number of leads to be called.
- In the final model, leads with a lead score greater than 35% are considered potential leads, with a conversion rate of around 73%.
- Increase the threshold of lead score from 35% to 95% to focus on the most promising leads. The conversion rate increases from 73% to 96%, saving time and retaining potential leads.
- Send emails or posts about new work or available programs/courses to other leads to maintain contact with them.