**Subjective Assignment Answers**

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

Answer : (i) Total time spent

(ii) Total visits

(iii) Lead source with elements - Google

1. 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?

Answer : Lead source with elements – google, direct traffic and organic search

1. 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.

Answer : Phone calls must be done to people if

1. Spend a lot of time on the website and this can be done by making the website fun and interesting
2. They keep coming back to the site
3. They are working professionals
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.

Answer : They need to focus more on other methods like automated emails and SMS. This ensures calling only when necessary. The strategy mentioned can only be used with customers with a very high probability of buying the course