

## Subjective Questions

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

**Answer** - In the model that I created, the three most significant factors affecting the likelihood of a lead being converted are as follows:

- The amount of time spent by the lead on the website.
- Whether the lead is a working professional or not.
- Whether the lead originated from the Welingak website or a reference.

**Ques 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?

**Answer-** The top three dummy variables that we should focus the most on in order to increase the probability of lead conversion are as follows:

- Dummy variable name - **“Lead Source\_Welingak Website”**, Meaning - If the lead originated from the Welingak website.
- Dummy variable name - **“Lead Source\_Reference”**, Meaning - If the source of lead is through reference.
- Dummy variable name - **“What is your current occupation\_Working Professional”**, Meaning - Current occupation of the customer is working professional.

**Ques 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.

**Answer-** We should approach this by making phone calls to customers who:

- Have spent a significant amount of time on the website.
- If the customer’s lead source is Olark Chat.

- If the customer is a working professional.
- If the lead source of customer is welingak website or through reference.

**Ques 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-** To increase the likelihood of conversion, the company should prioritize reaching out to customers who exhibit the highest conversion rates. For instance, a customer who is a working professional and has spent a considerable amount of time on the website, with a lead source from a "reference" would be an ideal candidate. Additionally, the company may want to consider using communication methods such as emails or SMS to engage with these customers more effectively.

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