Subjective Questions

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

Ans:- Top three variables that contribute most towards the result:-
   i. Welingak Websites
   ii. Reference
   iii. What is your current occupation_Working Professional

   These variables are more likely to get converted.

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:- Following are the top 3 Dummy/Categorical variables that should be focused the most to increase the probability of lead conversion.
   i. What is your current occupation with Working Professional
   ii. Lead Source with Reference
   iii. Last Activity with Other_Activity

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 company should make calls to the leads
   a. Coming from the lead sources "Welingak Websites" and "Reference"
   b. Who are the "working professionals"
   c. Who spent "more time on the websites"
   d. Coming from the lead sources "Olark Chat"
   e. Whose last activity was SMS Sent

   as these are more likely to get converted.

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:- The company should not make calls to the leads
   a. Whose last activity was "Olark Chat Conversation"
   b. Whose lead origin is "Landing Page Submission"
   c. Whose Specialization was "Others"
   d. Who chose the option of "Do not Email" as "yes"

   as they are not likely to get converted.