

## Assignment Subjective Questions

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

The three variables are:

- What is your current occupation\_Unemployed
- Total Time Spent on Website
- TotalVisits

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 three categorical/dummy variables are:

- What is your current occupation\_Unemployed
- Lead Origin\_Lead Add Form
- Lead Source\_Olark Chat

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.

- Target leads that spend a lot of time on X-Education site based on the Total Time Spent on Website
- Target leads that repeatedly visit the site based on the Page Views Per Visit. Highlight the competitive points that make X Education stand out so that they can better compare.
- Target leads that have come through References as they have a higher probability of converting.
- Students can be approached even though the likelihood is less, quoting how they can increase their industry readiness.

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.  
The company should choose to contact the with leads with higher probability conversion rate, near to 1. On the other hand, there's the possibility that we might overlook leads that have actually converted, but the model incorrectly identified them as non-converted, this shouldn't raise significant concerns since the target has already been met.