

Subjective Questions

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

Top 3 variables in the model which contribute most towards the probability of the top variables that contribute towards the result

- Total Time Spent on Website
 - Total Visits
 - Lead Origin_Lead Add Form
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?**
 - Lead Origin_Landing Page Submission
 - Lead Origin_Lead Add Form
 - Lead Source_Direct Traffic
 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.**
 - Focus on leads predicted by the model as having a high likelihood of conversion.
 - Categorize leads based on their predicted conversion probabilities for targeted follow-up.
 - Implement aggressive phone call campaigns during this period, directing efforts towards high-potential leads.
 - Customize communication for each lead, emphasizing relevant benefits and addressing individual concerns.
 - Establish a structured follow-up plan, combining emails, phone calls, and personalized messages for effective engagement.
 - Offer time-limited incentives to encourage swift decision-making.
 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.**
 - Shift the focus towards building and strengthening relationships with existing clients.
 - Allocate time to understand their evolving needs, gather feedback, and explore upselling or cross-selling opportunities.
 - Develop and share educational content, webinars, or workshops that provide value to existing clients.
 - Use this information to enhance products or services and tailor future offerings.
 - Use the downtime to strategize and plan for the upcoming quarter.
 - Evaluate current sales strategies, analyze market trends, and identify potential areas for improvement.
 - Conduct in-depth market research and competitor analysis to identify potential opportunities and stay ahead of industry trends.