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 top three variables which contribute most towards the probability of a lead getting converted are as follows:

* Total Time Spent on Website
* Lead Origin\_Lead Add Form
* Occupation\_Working Professional

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?**

The top 3 categorical/dummy variables which should be focused the most on in order to increase the probability of lead conversion are as follows:

* Lead Origin\_Lead Add Form
* Occupation\_Working Professional
* Do Not Email\_Yes

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.**

The following strategy can be employed:

* Call those customers who spend the most time on the website and/or visit the website a lot.
* Call those customers who have filled lead form.
* Call those customers who are working professionals.

If an intersection of all of the above conditions is found, that customer should be chosen to be called. Otherwise, top-to-bottom priority should be followed. All these features have high positive coefficients in the final model, meaning higher their values, better the conversion rate.

1. **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 following strategies can be employed to minimize the rate of useless phone calls:

* Avoid calling customers who view more pages per visit on the website.
* Avoid calling customers who have opted out of email.
* Avoid calling customers whose last activity was an Olark chat conversation.

If an intersection of all of the above conditions is found, that customer should be chosen to be called. Otherwise, top-to-bottom priority should be followed. All of these features have negative coefficients in the final model, meaning their higher values negatively impact the conversion rate.