Subjective Questions

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

These are the top variables that contribute towards the result

- Total Time Spent on Website
- Total Visits
- Lead Source with elements Google

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

Top 3 Categorical/Dummy variables to increase probability are:

- Lead Source with elements google
- Lead Source with elements direct traffic
- Lead Source with elements organic search

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.

X Education should prioritize phone calls based on:

- High engagement
- Repeat visitors
- Recent interactions
- Professional status

To enhance outreach effectiveness and improve conversion rates.

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.

In this scenario, it is essential to emphasize alternative methods such as automated emails and SMS. This approach minimizes the need for phone calls, reserving them for emergencies only. The aforementioned strategy should be applied selectively to customers with a strong likelihood of purchasing the course.