Subjective Questions

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

   Here are the most important factors that influence the outcome:
   - The total time spent on the website
   - The total number of visits
   - The lead source, particularly those coming from 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?**

   The top 3 factors that can boost the chances of conversion are:
   - Leads sourced from Google
   - Leads sourced from direct traffic
   - Leads sourced from 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.**

   We should call people if:
   - They spend a lot of time on the website, which can be achieved by making the site more engaging to encourage them to return.
   - They keep coming back to the website.
   - Their last activity was through SMS or Olark chat.
   - They are working professionals.

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 situation, it's better to focus on methods like automated emails and SMS. Calls should be reserved for urgent cases. Use the above strategy only for customers who are very likely to buy the course.