

## **Subjective Questions**

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

**1.Total Visits :**

- Positive Contribution
- Higher total number of visits to Platform, higher the probability of the lead converting to a customer.

**2.Total time spent in Website :**

- Positive Contribution
- Higher the time spent on website , higher the probability of the lead converting to a customer.

**3.Lead Source :**

- It is also an important feature.

**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\_Lead Add Form
- Last Activity\_Had a Phone Conversation
- Lead Source\_Olark Cha

**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.**

- Making a model by considering various points that required for model like time spent on site, total visits, lead references etc.
- Providing interns a ready model.
- Start sending SMS and Calls repetitively, try to get more familiar with them, discussing their problem , background, looking their financial conditions.
- Prove them that this platform will help them building their career and finally convert them.

**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.**

- Company should try not to focus on students , since they are already studying and would not be willing to enroll into a course specially designed for working professionals.
- Company should avoid unemployed leads, they might not be able to spend money on this.