Subjective Questions

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

Ans.
- **Total Visits:**
  a. *Positive Impact:* The higher the total number of visits to the platform, the greater the likelihood of converting the lead into a customer.
  b. *Importance:* The total number of visits plays a significant role in determining the probability of lead conversion.

- **Total Time Spent on Website:**
  a. *Positive Impact*: The longer a lead spends on the website, the higher the chance of converting them into a customer.
  b. *Sales Team Focus*: Sales teams should prioritize leads that spend more time on the website.

- **Lead Source:**
  a. *Importance*: The lead source is a critical feature that demands attention.

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?**

Ans.
- Lead Origin_Lead Add Form
- Lead Source_Olark Chat
- Last Activity_Had a Phone Conversation

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.**

Ans.
- Developing a comprehensive model that takes into account key indicators such as website visit duration, total visits, lead sources, and more.
- Providing interns with a pre-established model to guide their activities.
- Implementing repetitive SMS and call outreach strategies to establish rapport, understand lead backgrounds, address their concerns, and evaluate their financial situation.
- Demonstrating how our platform/course can significantly contribute to their career growth and successfully converting them into customers.

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.**

Ans.

- Do not focus on unemployed leads. They might not have a budget to spend on the course
- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure