

Subjective Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - I. Total Time Spent on Website
 - II. Lead Source - Welingak Website
 - III. Tags_Will revert after reading the email
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?
 - I. Lead Source - Welingak Website
 - II. Tags - Closed by Horizzon
 - III. Tags - Will revert after reading the email
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.

Prioritize High-Impact Leads: Focus on leads with high probabilities of conversion, such as those with high "**Total Time Spent on Website**" and tags like "**Will revert after reading the email**" and "**Closed by Horizzon**".

Targeted Follow-Up Calls: Assign interns to make personalized follow-up calls to leads identified as 1 (**high potential**) by the model, prioritizing leads from **Welingak Website** and specific high-impact tags to maximize efficiency and conversions.

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.

Focus only on leads with the **highest conversion probabilities** predicted by the model, such as those with strong indicators like "**Total Time Spent on Website**" and "**Will revert after reading the email**" tag, avoiding low-probability leads entirely.