Assignment Subjective Question

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

   The top three variables were:
   - Total Time on Website
   - Total Visits
   - Lead Source with elements Olark Chat

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 most 3 Categorical/dummy variables to increase the Probability are:
   - Lead Source with elements Olark Chat
   - Last Activity with elements SMS Sent
   - Last Activity Others.

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.

   The good strategy to employ at this stage to make almost all the potential leads to be converted is to focus on below Continuous and Categories or dummy variables as these features are impacting more on potential lead to be converted.
   - Total Time on Website
   - Total Visits
   - Lead Source with elements Olark Chat
   - Last Activity with elements SMS Sent

And not to give more importance on the below Categorical Variables. Because as it's Coefficient value shows negative values and also these variables have very lower chance to get converted.
   - Lead Origin API
   - Lead Origin Landing Page Submission
   - Lead Origin Lead Import
   - Last Activity Email Bounced
   - Last Activity Olark Chat Conversation

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 the company has to introduce some new things like Auto response email, so that people can get immediate response.
- Also, they can use catboat in the website, so that people will be more interested to know about the company and that catboats can provide all the common required information.

These strategies can be used with customers that have a very high chance of buying course.