SUBJECTIVE QUESTIONS

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

Sol. These are the top variables that contribute towards the result
- Lead Source
- Last Activity
- Total Time spent on Website.

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?**

Sol. Top 3 Categorical/Dummy variables to increase probability are:
- Lead Source_Welingak Website
- Lead Source_Reference
- 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.**

Sol. X Education needs to follow the below strategy.
- As there are more resources in the sales team during this period. The strategy would be to follow up all the leads with lead score more than 50.By doing this, We would have more number of potential leads which are more likely to get converted.
- Advertise their course offline and online every means possible
- Collect the data of those customers who visited X-education offline Outlet and Online portals.
- Feed this collected data as input and fetch the details of the customers who are predicted as hot leads
- Reach out to these customers by every possible means and present your course offer in such way which make them convince to purchase the course

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**

Sol. At this cool down time X-education needs to use below strategy:

- 'Focus on Small but potential audience'
- Follow the strategy same as above but the only difference is reach out those customers who are having high chances of buying the courses among the potential leads.
- Strategy would be taking a lead score of more than 90-95% for the customers which were predicted as 1 by the Model. By doing this, sales team can concentrate on the customers who are more likely to get converted as the paying customer. Thus, reducing the number of useless calls.