Subjective Question

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

   Ans- 1. Lead source
          2.Total Visit
          3.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?

   Ans:-
   1. Lead origin
   2. Lead source
   3. Last activity

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:-
      1. Intern should be provided with ready model.
      2. Making phone calls, start sending SMS, Email repetitively, discuss their problems, motivate them, ensure for financial help.
      3. Making an online model by considering their requirement points like Total visit on site, Total time spent on site etc.

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:-

   1. Call only those are little bit confused.
   2. Track only those are applied jobs in job portal.