**Subjective Questions**

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

**Ans.** The top 3 variables contributing most towards probability of lead getting converted are:

1. Total time spend on the Website
2. Total number of visits
3. Last activity : SMS Sent

We have not chosen the “What is your current occupation\_Unemployed” as this segment of people might not have budget to enrol in the course.

1. **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.** The top 3 categorical or dummy variables X Education should focus on to get expected lead conversion are:

1. Last Activity : SMS Sent i.e if customer has sent an SMS to show interest in enrolling the course.
2. Lead Source\_Olark Chat. When lead is Sourced from Olark Chat.
3. Lead Source\_Welingak Website : When lead is sourced form Welingak Website.
4. **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.** The intern should reach out to the following segment as described below:

* + People who have spent more time on website. To increase the traffic on website of X Education, visibility of website must be increased on other platform through digital ads etc.
  + Targeting those people who visit the website on frequent basis.
  + Targeting those people who have sent an SMS to show interest for enrolling in the course.
  + Focusing & targeting on leads which are generated from the Olark Chat & Welingak Website as these people are more likely to enroll for the course.

1. **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.** In such scenario, X Education can use the automated voice call where customer has an option to speak with executive (if they are interested or need further details). Similarly, automated SMS & e-mail can be triggered to people (with a link to register themselves if they are interested).

Also, in this case X Education should focus least on Unemployed people as there might be a chance they don’t have budget for enrolling in the course & people who are Student as they have not completed their education and less likely to enroll for further course.