

#### Assignment Subjective Questions Solutions:

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

A: Top three variables are:

1. Lead Origin with Lead Add Form
2. Lead Source as Welingak Website
3. Last Activity as Phone Conversation

- 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?

A: Top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are

1. Lead Origin with Lead Add Form
2. Lead Source as Welingak Website
3. Last Activity as Phone Conversation

- 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.

A: They should focus on making calls for the leads :

- Whose Lead Source is Welingak Website/Olark Chat.
- Whose Lead Origin is Lead Add Form
- Whose Last Activity is either a Phone Conversation/SMS Sent.
- Who spent more time on the website.

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.

A: Company needs to make automated calls/messages to the potential leads identified.