# 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 variables that contributed in the result are :*
- *Tags : Closed by Horizzon, Lost to EINS, Will revert after reading the email*
- *Lead Source: Welingak Website*
- *Last Notable Activity :SMS Sent*

**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. : Top 3 categorical/dummy variables in the model which should be focused to increase the probability are :*
- *Lead Source with element Welingak Website*
- *Last Notable Activity with element SMS Sent*
- *Lead Origin with element Lead Add Form*

**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.: Phone calls must be done if the potential leads*
- *Spend a lot of time in the website and this can be done by making the website more interesting and user friendly.*
- *And are seen coming back to the website repeatedly*
- *Their last activity is through SMS or Olark Chat conversation.*
- *Are either unemployed or working professionals.*
- *Have come through Source as References*

**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.: In this condition they need to focus more on other methods like SMS or automated e-mails. The emails sent can be made more personalized towards e.g. Working professionals. This way calling won't be required unless it is an emergency.*