Subjective Questions

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

Answer:

Total Time Spent on Website, Lead Origin and *Last Notable Activity* are the top three variables on which the company should focus on.

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?**

Answer:

Lead Origin_Lead Add Form, *Last Notable Activity_Had a Phone Conversation* and *Lead Origin_Landing Page Submission* are the three dummy variables which means that the company should focus on leads acquired through lead add form and landing page submission, and where last notable activity from a lead is 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.**

Answer:

They should target leads that have been originated from add on forms such as Lead Add Form and Quick Add form. Also they should target the users who spent more than 700 units of time on the website. And most importantly if a lead had a phone call as last notable activity, they should be targeted rigorously as they have higher chances of getting converted.

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.**

Answer:

At this stage the company's strategy should be to acquire leads as much as possible. They can create add on forms to their website to get a person's details and interests. And they can assign a probability to each lead based on the model so that they can target them in next quarter.