# *Subjective Questions*

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

   ✓ According to the model, the following three variables contribute the most towards the probability of getting a lead converted:
   - ➢ Tags_Closed by Horizzon
   - ➢ Lead Source_Welingak Website
   - ➢ Tags_Will revert after reading the email

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?**

   ✓ Lead Origin_Lead Add Form
   ✓ Lead Source_Olark Chat
   ✓ Last Activity_SMS Sent

   It looks like the Lead Origin Lead Add Form plays an important role in scouting for leads that have a higher chance of converting.

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.**

   ✓ Below are the pointers for the sales team to focus on:
   - ➢ The leads that spend a lot of time on their website.
   - ➢ The leads who make multiple visits to the website One, another reason for these multiple visits could be to compare the courses from other education sites. In that case, the sales team should focus more on highlighting the points as to why their course is better than the others.
   - ➢ Target leads that have come from references as the chances of their conversion is more likely than the leads who have come without references.
   - ➢ Students could be approached but their chances of getting converted is less as these courses are designed for working professionals and are industry based. However, this can also be a motivating factor if these students want to be industry ready for their professional life ahead.

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.**

   ✓ For this given quarter, the sales team should reduce their focus on:
   - i. Unemployed leads - They might not have the budget to spend on the course.
   - ii. Students - They already have a ton on their plate and are unlikely to add another paid course to their routine so early on in their career.
   - iii. Using the model that we have built the sales team can shift their focus on calls with a conversion rate of more than 90 % as it can be a potential customer.