**Assignment 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 significant variables of the model are:

* Lead Source – Add Form.
* The total time spent by the customer on the website.
* Lead Source – Welingak Website

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 following 3 categorical variables to be focused to increase probability of lead conversion:

* Focus should be given to lead source especially for lead source category falls to add form and Welingak Website.
* Second factor, on which focus should be given, is Last activity, if last activity is email opened and sms sent than probability of candidate converting to Lead increases.
* Third Factor is, if in case ‘Do Not email’ is selected by candidate, then the probability of converting to lead is very low, thus such candidate should not be considered while making calls.

1. **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**: Good strategy points to attract more Leads are listed below:

* The team should see the lead score assigned by the model and try to contact the persons with higher score with topmost priority.
* The website can be made more informative so that a user gains more information about the course and hence opts for the course.
* In case the candidate came through referral channel the student who has referred that person should also be kept updated so that he will also pursue from his end as incentive is involved.
* Interns should focus more on working professional as chances for them converting to lead are high.
* Lead Source such as Add form, olark Chat and weglinak website should be given more preference.
* Candidate, who has opted out for email, should not be approached as they have least chances of converting to Lead.

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 order to get maximum candidate converted to lead with minimum call, we need to choose high threshold value for conversion probability, this will make the specificity value very high, which in turn will make make sure almost all leads that are on brink of the probability of getting converted are not selected. As a result the interns won’t have to make unnecessary phone calls.

Other ways are:

* The sales team can create an automated voice calling system for providing mode information about the course for candidates where there is lower lead score.
* The sales team can also analyze the conversion rates with respect to various lead origins and lead source and understand why some are performing better than others and may come up with some schemes to attract others.
* The marketing team may also identify certain places where marketing campaigns may be undertaken for a particular course may be more useful.

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