**Subjective Questions**

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

**Answer:**

The top three variables in our model which contribute most towards the probability of a lead getting converted are:

* Lead Origin\_Other Origins
* Lead Source\_Olark Chat
* Total Time Spent on 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?**

**Answer:**

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 are:

* Lead Origin\_Other Origins
* Lead Source\_Olark Chat
* Total Time Spent on Website

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.**

**Answer:**

Best Strategy to be practiced making sure more leads will be future customer.

* Lead should be focused if their Lead origin is Other Origins as they have >90% conversion rate. **To improve overall lead conversion rate, we need to focus more on improving Other Origins of lead.**
* Lead should be prioritized if their Lead Source is Olark chat.
* Audience whose Total Time Spent of Website needs to be targeted for better lead conversations.

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**.

**Answer:**

Suitable Strategy during this stage:

* Increase user engagement on their website since this helps in higher conversion.
* Increase on sending SMS notifications since this helps in higher conversion.
* Get total visits increased by advertising etc. Since this helps in higher conversion.
* Improve the olark chat service since this is affecting the conversion negatively.