

## Subjective Questions

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

**Answer:** The top three variables in the model that significantly contributed to the likelihood of a lead being converted are:

- **Total Time Spent on Website:** This variable indicates how much time a potential customer spends on the company's website.
- **Total Visits:** The number of times a lead visits the website is also a strong predictor of conversion.
- **Lead Source with Element Google:** This categorical variable identifies the origin of the lead, specifically those coming through Google.

**2. What are the top three categorical/dummy variables in the model that should be focused on the most in order to increase the probability of lead conversion?**

**Answer:** The top three categorical or dummy variables that should be prioritized to enhance the likelihood of lead conversion are:

- **Lead Source with Element Google:** Leads originating from Google searches show a high probability of conversion.
- **Lead Source with Element Direct Traffic:** This variable represents leads that directly visit the website by entering the URL.
- **Lead Source with Element Organic Search:** Leads generated through organic search results are often looking for specific information, which indicates a level of intent that can be leveraged to boost conversions.

**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. During this phase, they wish to make lead conversion more aggressive. They want almost all potential leads (i.e., customers predicted as likely to convert by the model) to be converted and, hence, want to make phone calls to as many of such people as possible. Suggest a good strategy they should employ at this stage.**

**Answer:** During this aggressive lead conversion phase, the following strategy should be employed:

- **Target Leads with High Website Engagement:** Focus on leads who have spent a significant amount of time on the website.

- **Prioritize Repeated Website Visitors:** Leads who frequently return to the website should be a priority for phone calls.
- **Engage Leads with Recent Interactions:** Pay special attention to leads whose last recorded activity involved engagement through SMS or Olark chat.
- **Focus on Working Professionals:** Leads identified as working professionals should be prioritized as they may have a higher disposable income and a greater interest in professional development, making them more likely to convert.

**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 new work. They aim to minimize the rate of unnecessary phone calls unless it's extremely necessary. Suggest a strategy they should employ at this stage.**

**Answer:** When the company has reached its quarterly targets and wants to minimize unnecessary phone calls, the following strategy is recommended:

- **Shift Focus to Automated Communication:** Instead of phone calls, prioritize automated methods like emails and SMS campaigns. **Limit Calls to High-Probability Leads:** If phone calls are necessary, restrict them to leads who exhibit very high conversion probability.
- **Allocate Resources to New Initiatives:** Encourage the sales team to focus on new projects or markets that could drive future growth.