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 three variables which contribute most towards the probability of a lead getting converted are as follows:
    Tags, Lead Source and **Lead Quality.**

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?

    Ans: The top 3 categorical/dummy variables which should be focused the most on in order to increase the probability of lead conversion are as follows:
    Tags_Lost to EINS, Tags_Closed by Horizzon and **Tags_Will revert after reading the email. (**These Variables were chosen due to their high coefficients.**)**

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.

    Ans: The inters hired at this stage should go through the insights provided and concentrate on increasing Lead numbers on certain variables and Lead conversion rate on certain variables
    For example:
    > focus more on improving lead conversion of API and Landing Page Submission origin and generate more leads from Lead Add Form.
    > focus should be on improving lead conversion of olark chat, organic search, direct traffic, and google leads and generate more leads from reference and welingak website.
    > Websites should be made engaging yet simple to attract customers to spend Tim on it. Here in this case we want to increase the conversion rates we have more man power. This can be achieved by adjusting the cutoff point to a low value for example in our model we have a probability cut off of 0.2 but if we adjust this cut off to a lower value we would in turn increase sensitivity of our model i.e, chance to predict correct true predictions from the actual true values.

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.

Ans: If the target is completed before deadline and the sales team wants to focus on some new work they should be learning and getting used to technical things which will in turn help them to understand the mindset of a person who wants to purchase a said course. The sales team should be able to lead the customer in the right positive direction in which he will think that the said course will benefit him for better future prospects.
In this case the probability cut off should be taken s high as possible say 0.7 or above, so that most probable customers are reached out by the sales team and their chances of getting converted is pretty high. Calls should be made to only a few customers.