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 –These are the top variables that contribute towards the result:-**

* **Total Time Spent on Website**
* **Do not Email**
* **Lead Source Welingak Website**

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:Top 3 Categorical/Dummy variables to increase probability are: •**

* **Lead Source search through Welingak Website**
* **Lead Origin\_Lead Add Form**
* **Last Activity had a phone conversation**

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 good strategy to employ at this stage to make almost all the potential leads to be converted is to focus on:**

* **should focus on leads who spent a lot of time on its website.**
* **should target the leads who have come through some reference or Welingak Website.**
* **X Education should focus on Lead Add Form which identifies the customers as lead.**

**these features are impacting more on potential lead to be converted.**

4. 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:**

* **At this stage, the company should concentrate more on hot leads i.e leads having high probability of getting converted.i.e.. Leads having more than 80 % of lead score can be targeted.**
* **They need to focus more on other methods like automated emails, SMS and olark chat conversations**