

Assignment Subjective Question

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - **Lead Quality** is significant parameter for probability of lead turning to positive or negative. If Lead Quality has Not Sure, Might be or Worst, the probability of lead turning negative is very high as they have negative correlation coefficients
 - **Tag** is also significant factor for probability of lead turning to positive or negative. If Tag is "Will Revert After Reading Email" or "Others" - Chances of Lead Turning to Positive is very high.
 - **Web_Time** is in range (248.0, 936.0] or (12.0, 248.0] turning led to negative highly. In general, Web_Time also tuns lead to positive.
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?
 - **Tags_Will revert after reading the email**
 - **Lead Origin_Lead Add Form**
 - **Last Activity_SMS Sent**
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.
 - The team needs to concentrate on Working Professionals who tend to opt the course,
 - The team needs to try calling the people who spend more time in viewing the course,
 - The team needs to maintain a proper updated status of the people like Tags, Lead Quality and Last Activity and follow up accordingly.
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.

- The team can work based on the feedback and previously worked identifiers on what needs to be improved for giving easy communication and quality and understandable information to the customers, one such example may be a customer might spend huge web_time in understanding so we need to make the Web page easy and understandable
- The team can think of implementing optional courses and information for other occupations as well.
- The team can work on spreading the information to different cities and countries in making the course more popular and attract people globally