

Subjective Questionnaire

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

1. Total Time Spent on Website
2. Tags
3. Lead Source

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?

1. Tags_Ringing
2. Last Notable Activity_Modified
3. Lead Origin_Landing Page Submission

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.

- Give the interns the model which is already ready and evaluated
- In order to focus on converting the leads to hot leads teams must consider the variables which significantly contribute to the conversion rate
- Make them believe the course will help them in building a career and convert them into the lead

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 focus should slightly be on unemployed category as almost 50% of them gets converted
- Working professionals are the most likely ones to get converted
- Students due to financial restriction and as they are already studying should have the least focus