

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

Lead Source_Welingak Website
Lead Source_Reference
ANS: What is your current occupation_Working Professional

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?

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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: Business can lower the probability threshold for that point of time, so that more leads can be converted. This threshold will not be optimal but will suffice as business is ready to engage more of their resources for this work.

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: In this case, business can increase the probability threshold for that point of time, so that the probability of lead conversion increases. This threshold will not be optimal and business may lose customers which might convert even below this threshold but since business wants limited phone calls, so this is a way out.