

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

**Answer:** The top three variables which contribute most towards the probability of a lead getting converted are as follows:

1. Lead Source,
2. Lead Origin
3. Specialization

**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?**

**Answer:** The top 3 categorical/dummy variables which should be focused the most in order to increase the probability of lead conversion are as follows:

1. Lead Origin\_Lead Add Form
2. What is your current occupation\_Working Professional
3. Lead Source\_Welingak Website

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.**

**Answer:**

We would suggest following business strategy at this point:

1. The interns 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.
2. 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.

And a good marketing strategy suggestion:

- **Having a planned Agenda:** A planned agenda will help us to record and follow-through on any agreed actions.
- **Understanding needs:** To convert successfully we must first get to the essence of customer's needs.
- **Educate by giving reasons:** We need to give our customers a complete understanding of the reasons why our product is better than others.
- **Giving Irresistible Offers:** An offer that makes it more advantageous to acquire or product than not to do so.

- **Setting Sales Targets:** We need to set sales targets for our trainees so that they are always on their toes.
- **Constant follow-up:** Constant follow-ups are an enormously effective way of advancing and building and developing trust and gently leading our prospects to a purchasing decision.

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.

**Answer:** Following the similar logic and context from the previous question, High Specificity implies that our model will correctly identify almost all leads who are not likely to Convert. It will do that at the cost of losing out some low Conversion rate risky leads to the competition, i.e. it will misclassify some Conversion cases as non-Conversions.

Therefore, since X Education has already reached its target for a quarter and doesn't want to make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls, we can choose a **higher threshold value for Conversion Probability**.

This will ensure the Specificity rating is very high, which in turn will make sure almost all leads who are on the brink of the probability of getting Converted or not are not selected. As a result the agents won't have to make unnecessary phone calls and can focus on some new work.