

Subjective Questions + Answers

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

Ans: - Working Professional, Total Time Spent on Website and Lead Origin Lead Add Form are the three top variables that contribute the most towards the probability of a lead getting converted.

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: - Lead Origin Lead Add Form, Working Professional and Welingak Website are the top 3 categorical variables should be focused in order to increase the probability of lead conversion.

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: -

- **Sensitivity** with respect to our model can be defined as the ratio of total number of actual Conversions correctly predicted to the total no of actual Conversions.
- Similarly, **Specificity** can be defined as the ratio of total no of actual non-Conversions correctly predicted to the total number of actual non-Conversions.
- For a particular model, as one increases, the other decreases and vice versa.
- Different values of the sensitivity and specificity can be achieved for the same model by changing the Conversion Probability cutoff threshold value.

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: -

- High Specificity suggests that our model will accurately identify nearly all leads who are not likely to convert, in line with the comparable reasoning and context from the preceding question.
- It will do so at the expense of giving up some low-conversion rate, high-risk leads to competitors; that is, it will incorrectly identify some conversion scenarios as non-conversions.
- As X Education wants to reduce the number of pointless phone calls, we can set a higher threshold value for Conversion Probability because they have already met their quarterly goal and don't want to make calls unless absolutely necessary.
- As a result, practically all leads who are on the verge of being converted or not will be excluded from selection, ensuring a very high Specificity grade. The agents can concentrate on some new work as a result of not having to make needless phone calls.