

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

Ans: Below are the top three variables that contribute towards the probability of a lead getting converted:

- a. tags\_will revert after reading the email
- b. tags\_closed by horizon
- c. last\_activity\_sms sent

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: Top 3 categorical/dummy variables in the model are below

- a. tags\_will revert after reading the mail
- b. tags\_closed by horizon
- c. 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.

Ans:

At this time, We can retrain the model or rather decrease the cutoff for the logistic regression (and Increase the Sensitivity) thereby we will cover all the positives. This will result in a lot of false positives but since the team has a lot of man power(more interns) they can afford the overhead generated by false positives

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:

At this time we can retrain the model or rather increase the cutoff for the logistic regression model (precision increase). Hence we will have less false positives and this will help sales team to focus on new task and make calls only if necessary.