Subjective Questions & Answers

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

   ➔ Below are the top three variables which contribute most towards the probability of a lead getting converted.
   - Tags_Lost to EINS
   - Tags_Closed by Horizzon
   - Tags_Will revert after reading the email

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?

   ➔ Below are the top 3 categorical/dummy variables which should be focused the most on in order to increase the probability of lead conversion.
   - Lead Source
   - Tags
   - Last Activity

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.

   ➔ The sales team should focus on the customers with the below features as their probability to of lead conversion is much better.
   - Tags_Lost to EINS
   - Tags_Closed by Horizzon
   - Tags_Will revert after reading the email
   - Tags_Busy
   - Lead Source_Welingak Website
   - Last Activity_SMS Sent

   ➔ There are customers with some features whom the sales team should not consider calling during the period of 2 months since such features have a negative coefficient and will most probably not convert to positive lead.
   - Lead Quality_Worst
   - Lead Quality_Not Sure
   - Tags_switched off

- Tags_Ringing
- Last Notable Activity_Modified

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.

   ➔ As per our current model, we have **Specificity** of 75% which indicates that the model will correctly identity 75% of the customers who will not convert. So when the company has achieved its target before deadline, they can focus on **maximizing** the Specificity % by modifying the **optimal threshold probability**.
   ➔ By increasing Specificity they can correctly identify the customers who will not convert on a larger scale which will in turn ensure that they will minimize the rate of useless phone calls.

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