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

Answer:

* 1. Occupation
  2. Last Notable Activity
  3. Last Activity

1. 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:

* 1. Within Occupation: Working Professional
  2. Within Lead Origin: Lead Add Form
  3. Within Last Activity: Had a Phone conversation

1. 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: During this time, since there are lot of interns available, so company can go little aggressive and can make more calls/emails than required. In such scenarios, company can lower the probability to chose the potential customer. Precision and accuracy can be compromised a bit here to increase the number of converted leads.

Moreover, the top 3 variables mentioned above can be leveraged, i.e. sales team can add more Lead Add form, can have more phone conversation, and can focus more on Working professionals

1. 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: During this time, since the number of people is less, so company should opt for higher precision and accuracy and that can be obtained by selecting the customers having higher probability. More the probability, higher would be the precision, and lower would the total number of customers. Sales team should also focus on the Working professionals more as conversion of them is more likely.