

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

Answer: Top three variables which contribute mostly towards the probability of a lead getting converted according to the model are:

- Lead Source
- Last Notable Activity
- Last Activity.

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: Top three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

- Lead Source_Welingak Website
- Lead Source_Reference
- Last Notable Activity_Unreachable.

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: When there is scope for more calls to be made efforts should be focusing on completing the leads with high probability. Since there is more man power we can reduce the optimal point which may result in some false positives but still gives us more leads to follow which can be followed up with the additional man power.

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: Since there is less man power and following up on false positives would be bad so we have increase the optimal point to identify only true positives without any false positives. This way only the leads that are profitable for us can be followed. Also we should follow up with the leads that responds to mails and texts with high lead conversion rate. This would be more profitable and strategic considering the business situation.