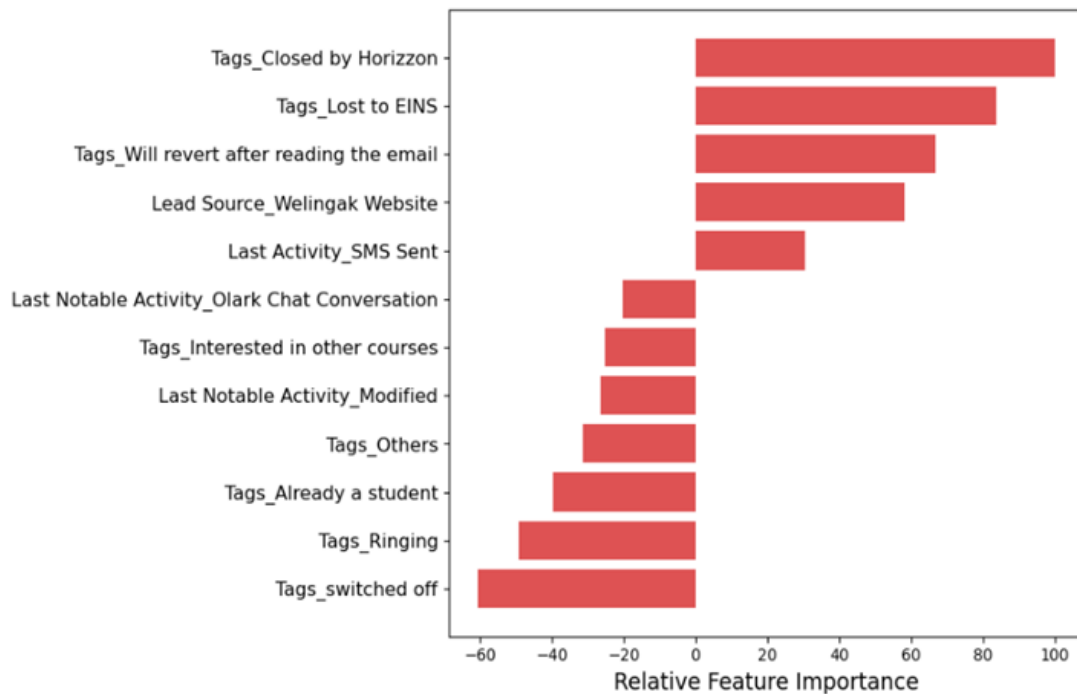


1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

**Answer**

The used features in building the module are shown in the below diagram.



And the top three variables are:

- 1- Tags\_Closed by Horizon
- 2- Tags\_Lost to EINS
- 3- 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?

**Answer**

The top three categorical/dummy variables are:

- 1- Tags with it's three main variables (Closed by Horizon, Lost to EINS, and Will revert after reading the email)
- 2- Lead Source (Welingak Website)
- 3- 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

**Answer**

As we know that:

- ✓ When the probability thresholds are very low, the sensitivity is very high and specificity is very low.
- ✓ When the probability thresholds are very high, the sensitivity values are very low but the specificity values are very high.

High sensitivity implies that our model will correctly identify almost all leads who are likely to Convert.

Since X Education has more man-power for 2 months and they wish to make the lead conversion more aggressive by wanting almost all of the potential leads, we can choose a lower threshold value for Conversion Probability.

This will ensure the Sensitivity rating is very high which in turn will make sure almost all leads who are likely to Convert are identified correctly and the agents can make phone calls to as much of such people as possible.

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**

High Specificity implies that our model will identify almost all leads who are not likely to Convert.

Therefore, since X Education has already reached its target for a quarter and doesn't want to make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls, we can choose a higher threshold value for Conversion Probability.

This will ensure the Specificity rating is very high, which in turn will make sure almost all leads who are on the brink of the probability of getting Converted or not are not selected. As a result the agents won't have to make unnecessary phone calls and can focus on some new work.