

SUBJECTIVE QUESTIONS

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - A. Top three variables in our model which contribute most towards the probability of a lead getting converted are:
 - i. Lead Origin_Lead Add Form
 - ii. What is your current occupation_Working Professional
 - iii. Lead Source_ Welingak Website
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?
 - A. 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 are:
 - a. Lead Add Form
 - b. Working Professional
 - c. Welingak Website
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.
 - A. During these 2 months, interns of X Education target to call almost all the potential leads. In this scenario, the focus is on not losing prospective customers though the probability of the conversion is low. Hence the cut-off probability of the obtained model should be decreased to less than 0.3 (Optimum cut-off value). Due to this high sensitivity will be achieved and hence most of the probable customers would be contacted.
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.
 - A. In this scenario, when the company wants the sales team to focus on some new work as well and decreased the time spent on making phone calls, the strategy to be adopted is such that, the cutoff probability values should be way higher than 0.3 i.e should start with higher cutoff probability and later decrease the cutoff based on the time available to the sales team. In other terms, higher specificity is desirable.