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

Ans: 1. “Total Time Spent on Website” has positive impact on lead conversion.

2. “What is your current occupation” can be used to convert leads

Ex: Occupation as “Working Professional” has positive impact.

3. Lead Origin and Lead Profile variables are also has good contribution in lead conversion

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?

Ans: 1. Occupation as “Working Professional”

2. Lead Origin as “Lead Add Form”

3. Lead Profile as “Potential Lead”

On the contrary

Lead Profile as “Student of SomeSchool” has least conversion rate.

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.

Ans: I would expect to get the similar leads data set for all the leads we got till then and run the logistic regression model with final set of columns we got in logml5 and get the probability of lead conversions now lets try to make the cutoff value as 0.4 and try calling those numbers. This way we can increase recall rate.

Please add these data with actual values as input to the ML model and rebuild/recalibrate the model regularly.

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.

Ans: In this case we need to focus more on precision.

We can check with cutoff of 0.3 and make calls on those terms. As precision of the model looks at 80%; 4 out of 5 calls made can be converted .