

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

Answer: As per the coefficients of the model,

- 1) Last Notable Activity_had a phone conversation.
- 2) TotalVisits.
- 3) Total Time Spent on 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?

Answer: 1) Last Notable Activity_had a phone conversation.

2)What is your current occupation_working professional.

3)Lead Origin_lead add form.

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: For 2 months, we need to lower the probability threshold as sensitivity is high for lower probability, to increase the number of lead classified as 1. Probability threshold can be 0.4 or even 0.3.

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: We can increase the probability threshold and as a result specificity increases. Which can minimize the rate of useless phone calls and sales team can focus on new work as well