Question and Answer

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

   Answer: Total time spent on Website, Last Notable Activity and Tags

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: Total time spent on Website, Last Notable Actitvity_SMS Sent, Tags_Will revert after reading the email

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: A good strategy will be:
   1. To focus on a wider set of lead audiences.
   2. Technically, we can generate this new set of leads by moving down the value of cut off so as to include more leads as the hot leads from our logistics regression model.
   3. Doing so, we will be better utilizing resources as improving the chance of converting a lead.

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: A good strategy will be:
   1. Focusing on a narrow set of lead audiences.
   2. Technically, we generate this new set of leads by moving up the value of cut off so as to discard lower conversion rate probable leads from our LRM.
   3. Doing so, we will be doing minimal effort and still be getting fair conversions.