

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

Based on our model, the top three variables in our model which contribute most towards the probability of a lead getting converted are: i)Tags_Closed by Horizzon, ii)Tags_Lost to EINS, iii)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?

Based on our model, the top three variables in our model which contribute most towards the probability increment of lead conversion are: i)Tags_Closed by Horizzon, ii)Tags_Lost to EINS, iii)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.

High sensitivity implies that our model will correctly identify almost all leads who are likely to Convert. It will do that by over-estimating the Conversion likelihood, i.e. it will misclassify some non-Conversion cases as Conversions. Now, since X Education has more man-power for these 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. Also we can focus on those categorical variables which contribute most, in order to increase the probability of lead conversion.

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.

When the target is reached for a quarter and if the company wants to minimize the rate of useless phone calls, the company can increase the optimum cutoff from 0.4 to some higher value like 0.5 or 0.6. So that only high conversion probability people can be called over the calls.