

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

Ans:

- **Lead Origin Lead Add Form**
- **Current occupation Working Professional**
- **Last Notable Activity Had a Phone Conversation**

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?

Ans:

- **Last Notable Activity SMS Sent**
- **Last Notable Activity Unreachable**
- **Total Time Spent on 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.

Ans:

The strategy here should be to keep the prospect large so as to not miss on any leads, so we need to lower our chosen cut-off from 0.42 to somewhere around 0.20-0.25. This will give us greater sensitivity but specificity will also be decent. Thus, it will help us to reach wider range of probable customers. In process maybe we will touch not so convertible clients too (some calls will not be so useful) but rest assured we won't miss on any probable leads.

Also, in the process focus on below categories or dummy variables as they have a good impact on a potential lead to be converted:

Last Notable Activity Had a Phone Conversation
What is your current occupation Working Professional

Last Notable Activity SMS Sent
Total Time Spent on Website
Last Notable Activity Unreachable

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.

Ans:

Here we need to focus on clients which have very high probability of conversion, since we don't want to make useless calls so in order to target very specific clients we will have to raise our cut-off from 0.42 to (0.75-0.85) range. This will give us very limited clients which have high probability of conversion and also the specificity will be high. In the process we may lose on some clients which would have been converted but were ignored in this model. But here our target is to make extremely focussed calls with minimum useless calls so we need high specificity.