

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

Ans. 1. Tags 2. Lead Source 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?

Ans 1. Tags 2. Lead Source 3. Occupation

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. Since we can have more employees working on follow ups with the potential leads, we can reduce the cutoff to 0.3 or even 0.2. Additionally, we can focus on any lead that has an employment and visit website multiple times.

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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Ans. Since we want even more focused calling we can not waste time on weak lead, so we need to have high positive rates so we can have higher cutoff like 0.5 or 0.6. To be more sure we can follow up on only those leads that revert back to automated emails. That saves them time to work on other areas.