

Subjective Question Answer

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

Ans: The top three variables contributing towards the result are:

1. **Total Time Spent on Website (4.4841):** Increased engagement is strongly correlated with higher conversion rates.
2. **Lead Origin_Lead Add Form (3.7886):** Form submissions are more effective for capturing high-converting leads.
3. **What is your current occupation_Working Professional (3.6383):** Targeted campaigns for professionals are likely to yield higher conversion rates.

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: The top 3 categorical/dummy variables to increase the probability of lead conversion are:

1. **Lead Origin_Lead Add Form (3.7886):** Leads from the form are highly likely to convert.
2. **What is your current occupation_Working Professional (3.6383):** Working professionals have a higher conversion rate.
3. **Last Notable Activity_Had a Phone Conversation (3.5734):** Phone conversations significantly increase conversion likelihood.

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: To maximize lead conversions during the 2-month intern period, X Education should adjust their strategy as follows:

1. Lower the Conversion Probability Threshold:

- Since the aim is to contact as many potential leads as possible, the model's conversion probability threshold should be lowered. This will **increase the sensitivity**, ensuring that most leads predicted to convert (with a probability above the new threshold) are captured.

- While specificity may decrease, the priority is to maximize the number of leads contacted.
- 2. Focus on High-Potential Leads:** Direct the interns to engage with leads predicted to convert, based on the adjusted threshold, ensuring prompt and tailored follow-up actions.
- 3. Track Lead Progress:** Monitor call progress and set up follow-up reminders to ensure leads are engaged and conversions are maximized.

By implementing these strategies, X Education can effectively boost conversions during the intern period.

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: To minimize unnecessary phone calls when X Education has already met its quarterly target, the company should implement a strategy focused on high-value leads while reducing resource use. Here's a streamlined approach:

- 1. Increase the Conversion Probability Threshold:** Raise the threshold for predicted conversion probability, which will **lower sensitivity** and ensure that only leads with a higher chance of conversion are targeted, minimizing wasted phone calls.
- 2. Focus on Leads with High Conversion Potential:** Direct phone outreach to leads with the highest conversion probability, ensuring efficient use of time.
- 3. Utilize Different Channels:** For lower-likelihood leads, utilize emails or automated messages instead of phone calls.
- 4. Track and Enhance Performance:** Track outreach results to ensure phone calls are productive and aligned with business goals.

By increasing the threshold, X Education ensures high specificity, reducing unnecessary calls while focusing on high-potential leads and preserving resources.