

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

Ans: Top 3 variables in the final model are

- What is your current occupation- Working Professional dummy category
- Lead Origin- Lead Add form
- What is your current occupation- Others

- 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: Based on the negative co efficient values in the final model , below 3 categorical/ dummy variables to be focused to increase the probability of lead conversion

- Lead Source- Direct traffic
- Lead Source- Referral Sites
- Lead Source- Organic Search

- 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 the organization wants to increase the potential lead base, we may lower the thresh hold probability to say 0.25 or 0.20 instead of 0.35 that has been considered as per the ROC curve trade off, we get higher number of 1s in the model output and these can be contacted by the interns for 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.**

Ans:

In contrary to the scenario in the question number 3, now company wants to minimize the number of 1s in the model so consider higher thresh hold probability at 0.60 or .55 which will give low number of 1s