

# Assignment Subjective Questions

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 Source” and “What is your current Occupation”** are the top three variables in the model which contribute most towards the probability of a lead getting converted.

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 - “Lead Add Form”, “Welingak Website” and “Working Professional”** are the 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion.

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 -** During the internship phase, X Education should **lower the prediction probability threshold** for classifying leads as "1" (potential conversions) to capture a larger pool of leads. They should **prioritize calling leads with the highest predicted probabilities first**, ensuring they focus efforts on the most likely conversions while maximizing intern capacity.

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 -** X Education should **raise the prediction probability threshold for classifying leads** as "1"(potential conversions), ensuring only the most likely leads are contacted, thus minimizing unnecessary phone calls. They should **focus on leads with a high likelihood of conversion**, reducing outreach efforts to only the top predicted leads, while reallocating resources to other important tasks during this period.