

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

Ans. The top three variable in the model are-

- (a) Tags Will revert after reading the mail
- (b) Tags closed by Horizon
- (c) Tags lost to Ein's

Ques.2 What are the top 3 categorical/dummy variables in the model which should be focused in most on in order to increase the probability of lead conversion?

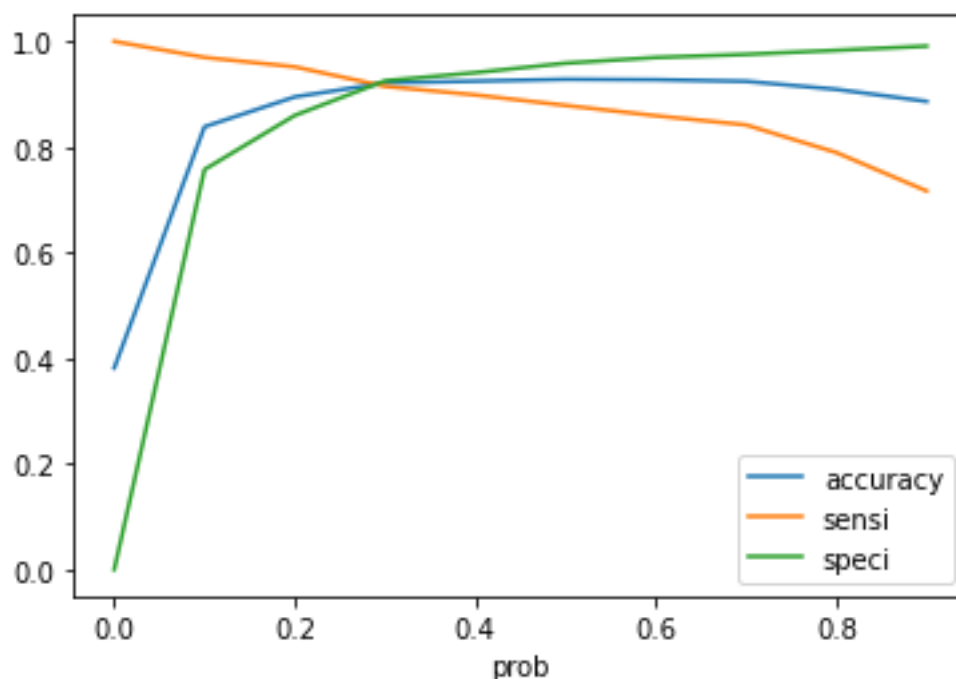
Ans. Top three categorical/dummy variable in the model which should be focused to increase the probability are-

- (a) Lead origin with element lead add form
- (b) Last activity with elements SMS sent
- (c) Lead source with elements Olark chat conversation

Ques.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. As the sensitivity of the model is defined as the ratio of that number of actual Conversions correctly predicted to the total number of actual conversions. While specificity is defined as the total number of actual non conversions correctly predicted to the total number of actual non conversions.

As sensitivity increases specificity decreases and vice versa. Different values of the sensitivity and the specificity can be achieved by changing the Conversion Probability cut off threshold value and we can see in our model graphically:



In the graph we see that high sensitivity will correctly identify almost all leads which are likely to be convert. It will do that by over estimating the non-conversion as conversion cases.

Ques.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. As we know that the high specificity implies that model will correctly identify that all leads which are not likely to convert. It will do that the cost of losing out some low conversions rate risky leads to the competition. So we can choose the higher the threshold value for conversion probability.

This will ensure the specificity rating is very high and all the leads which are getting converted or not are not selected. As the result agents wont have to make unnecessary phone calls and focus on new work.