

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

Answer 1: 1) Lead Origin

- Landing Page Submission

2) Lead Source

- Olark Chat
- WELINGAK WEBSITE

3) Last Activity

- SMS SENT

Question 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?

Answer 2: 1) Tags_ Closed by Horizzon

2) Tags_ Interested in other courses

3) Tags_ Lost to EINS

Question 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.

Answer 3: 1) For this problem we can choose a low Cut-Off point of 0.3, which gives a good result for accuracy, sensitivity and specificity.

2) Though, the precision is less; but as this cut-off includes more people that can be called for conversion and since we have a large team we can take follow up for maximum people.

3) Rest all results for this cut-off value is shown in Slide 8 (Finding Optimal Cut-Off Point)

Question 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.

Answer 4: For this problem we can choose people who has probability between 0.39 and 0.7 because these are the people who has significant chances of conversion but need follow up. So, these people need more follow up to make it convert as compared to people who has high probability. Since we need to make limited calls in order to support the deals, we can call only those people whose probability is wavering close to cut-off.