

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

Last Activity

Lead Profile

Total Time Spent on Website

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?

Last Activity - Had a Phone Conversation

Lead Profile - Potential Lead

Specialization - Marketing Management

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.

We can look at the final predicted value of the test set and the Lead probability to find potential leads to follow-up.

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.

We can increase the lead conversion probability of the model from 50% to a higher value by which fewer leads would be generated from the model but with very high probability of conversion to paying customers.