

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

Ans:

1. Total Time Spent on Website
2. Lead Origin_Lead Add Form
3. Last Notable Activity_SMS Sent

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?

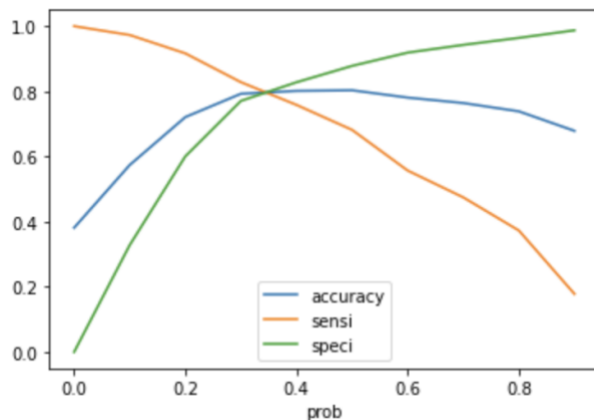
Ans:

4. Lead Origin_Lead Add Form
5. Last Notable Activity_SMS Sent
6. Lead Source_Olark Chat

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 :

In the below image, the final prediction is calculated based on an optimal cut off value of 0.34.



In order to make the sales aggressive, the company may contact all the leads which have a conversion probability (value = 1) under a cut off 0.3

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 :

With reference to below image, in order to minimize the rate of useless phone calls, the company may contact all the leads which have a conversion probability under column 0.7. However, the flipside here would be that, we may miss out on those leads that are actually converted but then the model wrongly predicted them as not converted. This should not be a major cause for concern as the target has already been achieved.