Solutions to Assignment Questions

Question 1: Top Three Variables Contributing to Lead Conversion

The top three variables contributing most towards the probability of a lead getting converted are:

Tags_Will revert after reading the email: 0.12746794181489618

Total Time Spent on Website: 0.08628242348590202

Tags_Ringing: 0.038766919000379436

Question 2: Top Three Categorical/Dummy Variables for Lead Conversion

The top three categorical/dummy variables that should be focused on to increase the probability of lead conversion are:

Tags_Will revert after reading the email: 0.12746794181489618

Tags_Ringing: 0.038766919000379436

Lead Profile_Potential Lead: 0.034812570798088034

Question 3: Strategy for Aggressive Lead Conversion During Intern Phase

A good strategy involves focusing on leads predicted as highly likely to convert.

1. Prioritize High-Probability Leads: Focus on leads with the highest probability scores.

2. Segment and Allocate Leads: Distribute these leads among interns to ensure each intern focuses on the most promising leads.

3. Monitor and Adjust: Continuously monitor lead conversion rates and adjust the allocation to ensure optimal performance.

Question 4: Strategy to Minimize Useless Phone Calls After Meeting Targets

When the company reaches its target, they aim to minimize unnecessary phone calls.

1. Set a Higher Threshold: Increase the threshold for lead scores to ensure only the most promising leads are contacted.

2. Automated Filtering: Use the model to filter out leads with lower conversion probabilities.

3. Focus on Other Tasks: Allocate the sales team to focus on other important tasks once the primary target is met.