1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   1. Tags\_Will revert after reading the email
   2. Tags\_Closed by Horizzon
   3. Tags\_Lost to EINS
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?
   1. Tags\_Will revert after reading the email
   2. Tags\_Closed by Horizzon
   3. Tags\_Lost to EINS
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.
   1. To convert all the potential leads to be converted, we need to focus on some variables that have a greater contribution in making the potential lead convertible
   2. Hence phone calls must be prioritized in the order of these contributing factors to achieve the most and limiting the number of phone calls to the minimum
   3. Prioritize the phone calls based on
      1. Occupation: - Working professionals have a higher chance to get converted
      2. Lead Source: - Lead Source was from Welingak Website
      3. Last Activity: - Last activity was SMS sent.

Correct Answer  
 a. As company wants almost all of the potential leads to be converted and can make

phone calls to as much of such people as possible, the model built must ensures

that the ratio of the number of leads which are predicted as 1 or “converted” to the

total number of actual leads which are 1 should be maximum, i.e., the model must

be able to capture more of the values which are 1(actual). Hence, the company

must select the model which gives high sensitivity or recall value.

1. 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.
   1. To minimize the rate of useless phone calls, it is necessary to increase the precision.
   2. So if possible model can be tweaked to increase precision with the tradeoff of recall. But if model is not to be changed, then different strategies should be applied.
   3. Other methods like SMS, Google forms, Whatsapp Chat, Emails should be aggressively applied to the potential leads with higher lead score.
   4. Phone calls should be done to very highly potential leads with much higher probabilities.

Correct Answer

a. As company wants to minimize the rate of useless phone calls so the model built

must ensures that the probability of number of leads which are predicted as 1 or

“converted” is actually 1 should be maximum, i.e., the company must select the

model which gives high precision value