

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

Answer: Tags, Lead Source, Last Notable Activity

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 : Tags_Interested in other courses, Lead Source_WelingakWebsite , Last NotableActivity_Had a Phone Conversation

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: - In such scenario - we need to keep our cutoff very low - to ensure even the remotest possibility of converting a lead is tapped on. We need to provide maximum number of potential customers to the newly hired interns and all should be given a call. We can change the cutoff to approx. 0.1 - maximum customers are shown as potential lead. This has a chance of false positives but we will ensure that none of the genuine customers are missed.

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: -In such scenario - we need to keep our cutoff very high - to be very stringent on the criteria to identify the potential lead. We should keep the cutoff as high as 0.8 - so that only those customers are given a call which have very high chance of conversion. This will increase the chance of False Negatives, but that's okay as we want to minimize the rate of useless phone calls.