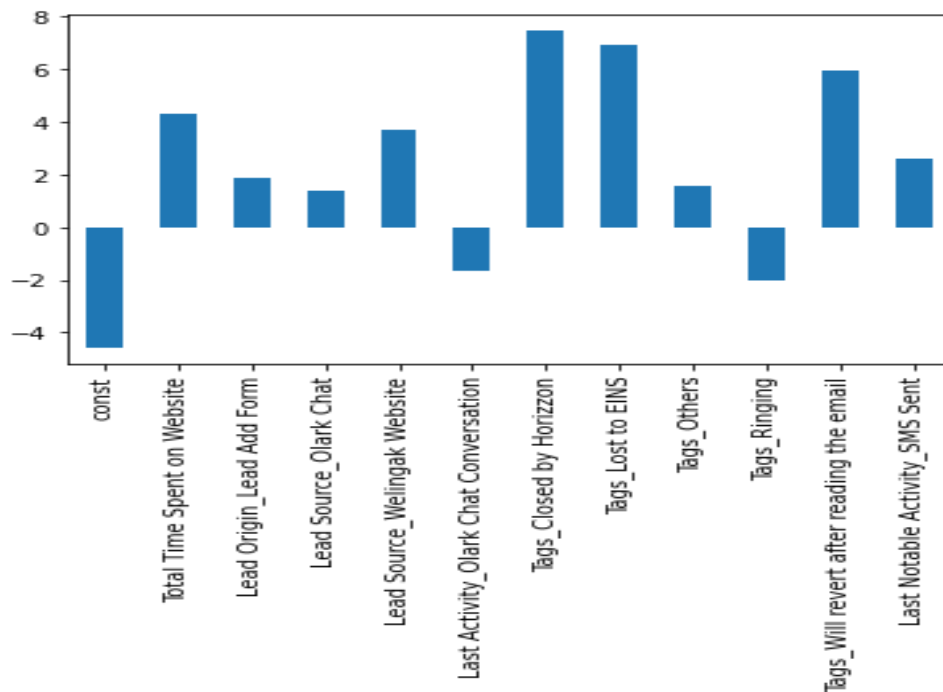


Q 1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans. Following are the top three variables which contribute most towards the probability of a lead getting converted:

- Tags_Closed by horizon: Leads that have been assigned Tags as 'Closed by horizon' have the highest probability of conversion
- Tags_Lost to EINS: Leads that have been tagged as 'Lost to EINS' also contributes to the conversion to a large extent
- Tags_Will revert after reading the email: Leads that have been tagged as 'Will revert after reading the mail' also have large probability to get converted



Q 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. Following are the top 3 categorical/dummy variables which should be focused the most in order to increase the probability of lead conversion:

- Tags_Closed by horizon
- Tags_Lost to EINS
- Tags_Will revert after reading the email

Q 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. During the 2 months period when X Education company has more manpower so, it is required that the company should try to convert all the customers who have been predicted as 1 by the model. The company should focus on increasing the true positives hence should focus on increasing sensitivity ($= \text{true positive} / (\text{true positive} + \text{false negative})$).

For increasing the conversion rate company should focus on the variables which have higher probability to get converted (i.e Tags_Closed by horizzon, Tags_Lost to EINS, Tags_Will revert after reading the email, Lead Source_Welingak Website etc)

Since, the company has interns they can utilize the manpower for the same like sending mails, getting in touch with the customers spending more time on website.

Q 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. At this stage, the company should concentrate more on hot leads i.e leads having high probability of getting converted. They should avoid useless calls and prioritize the leads. Prioritizing can be done on the basis of lead score. Leads having more than 80 % of lead score can be targeted.