

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Below are the top 3 variables which contribute most towards the probability of a lead getting converted.

1. Tags_Closed by Horizon
2. Tags_Lost to EINS
3. Tags_Will revert after reading the email

Q2. 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?

Below are the top 3 categorical variables which should be focused the most in order to increase the probability of a lead conversion

1. Tags_Closed by Horizon
2. Tags_Lost to EINS
3. Tags_Will revert after reading the email

Q3. 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.

We will choose a lower threshold value for conversion Probability. This will ensure the sensitivity rating is very high which in turn will make sure almost all leads that are likely to Convert are identified correctly and the agents can make phone calls on such leads as much as possible. This way the company's lead conversion percentage can be boosted in these 2 months.

Q4. 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.

We will choose a higher threshold value for Conversion Probability. This will ensure the specificity rating is very high, which in turn will make sure almost all leads that have high probability of getting Converted will get selected and leads which have less probability of getting converted will not be selected. As a result less number of calls need to be made and the agents won't have to make unnecessary phone calls and can be utilized somewhere else.