

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

Answer 1:

The top three variables can be determined based on the value of the coefficients for the variables.

- a) **TotalVisits**
 - b) **Total Time Spent on Website**
 - c) **Lead Add Form from 'Lead Origin' variable**
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 2:

The top three categorical variables that need to be focused on in order to increase the probability are below. based on the value of the coefficients for the variables.

- a) **Lead Add Form from 'Lead Origin' variable**
 - b) **Had a Phone Conversation from 'Last Notable Activity' variable**
 - c) **Working Professional from 'Current Occupation' variable**
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 3:

Based on the model, the optimal cutoff probability is 0.37, which translates into a Lead score of 37. The interns can make sure that they make phone calls where the lead score is greater than 37.

To prioritise the calls, the following factors can be used

- a) Leads who have spent lot of time on the website and have higher Total Visits
- b) Leads who are originated from Add Form and working professionals as occupation
- c) Leads where SMS or some connect has been established.

Also, a key point to note is that phone call conversation is one of the key feature for conversion. So leads with higher score should be called first where a phone conversation is not already made as part of last notable activity feature.

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 4:

To minimise useless calls, i.e calls that do not lead to conversion, we should try and increase the precision as we want to get as many true positives, and very few False positives. So they should use a very high cutoff for lead score and call leads with Lead score ≥ 90 .