**Leads Score Assignment Subjective Questions**

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

**Answer:**

According to the model, the top three features that contribute the model are

* + - TotalVisits
    - Total Time Spent on Website
    - Lead Origin\_Lead Add Form

1. **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:**

According to the model the following categorical/dummy variable should be focused to increase the probability of lead conversion

* + - What is your current occupation\_Working Professional
    - Lead Source\_Welingak website
    - Last Activity\_Email Bounced

1. **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:**

When X education wants phones calls to reach maximum possible leads, that means they want maximum people to be possible leads. In this case, the probability cut-off can be lowered which will cause more people to be classified as leads (1).

This will increase the false positives i.e., increase the sensitivity and lower the recall and precision.

Another way would be using the Leads score (which is in % ) by lowering the threshold score to contact more people (Leads) who could possibly convert. Leads with lead score in the range 40-100% can be targeted for maximum reach.

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.**

**Answer:**

When the company wants the sales team to focus on only those leads who could convert and minimize phone calls, this means, they want to focus only on hot leads.

So in data science terms, they want to focus on true positives who would surely buy the course. So, one way would be increasing the probability cut-off which will ensure that only hot leads are classified as leads (1). This will increase the precision and recall but it will decrease the sensitivity. But this will ensure that only hot leads are contacted.

Another way would be using the Leads score range, by raising the threshold score so less people are contacted. Leads with lead score in the range 70-100% can be targeted for maximum conversion.