

Subjective Questions

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

Ans. These are the top variables that contribute towards the result

- 1) Lead Source
- 2) Last Notable Activity
- 3) What is your current occupation

- 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. Top 3 Categorical/Dummy variables to increase probability are:

- 4) Lead Source_Welingak Website
- 5) Last Notable Activity_Had a Phone Conversation
- 6) What is your current occupation_Working Professional

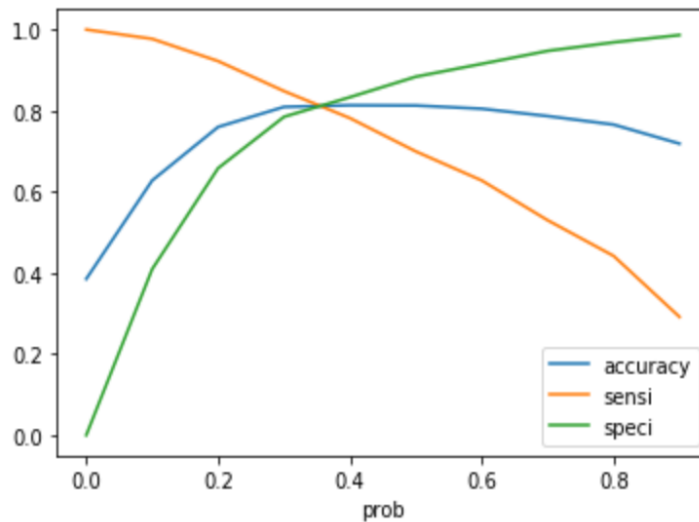
- 3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers 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.

The good strategy to employ at this stage to make almost all potential leads to be converted is to focus on below categories or dummy variables as they hold a tight grip on a potential lead to be converted:

- **Last Notable Activity_Had a Phone Conversation**
- **What is your current occupation_Working Professional**
- **Last Notable Activity_SMS Sent**
- **Total Time Spent on Website**
- **Last Notable Activity_Unreachable**

The below graph shows how the Sensitivity and Specificity rating changes with change in the threshold value:



Also the model can be tweaked to reduce the threshold of 0.3 probability value , which we got from the model, so we can have higher sensitivity . There is no harm in even reaching out falsely predicted leads as we have interns time and might see some increase in number of conversions

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.

As the target is already met , to avoid useless phone calls, we can increase the threshold value so that we increase the specificity value. This will ensure only the strongest of the leads are reached out and we do not want to waste time. Trying to reach out leads that have falsely predicted as a candidate for conversion. Also we can take a look at the features reported by the model to check the last activity of the customers, this will help to maximize focused targets and bring in productive results.