

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

**Ans:** 'Lead Profile\_Potential Lead',  
Total Time Spent on Website'  
'Last Notable Activity\_SMS Sent'

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:** 'Lead Profile\_Potential Lead',  
'Last Notable Activity\_SMS Sent'  
Tags\_Will revert after reading the email

3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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:** When they can make more phone calls and have more people on the ground, the solution would be to lower the threshold further and that would give us higher recall at the expense of lower precision which is fine with company X. So, we need to experiment with lower thresholds during this time

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 is extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

**Ans:** it is the opposite situation. They are looking to make lower number of calls, but only ones which will convert or in other words, we need higher precision. So, we need to increase the threshold of the model used and try higher thresholds. Currently at 0.41 threshold we are getting 0.83 precision, but with threshold close to 0.8 we are getting 90% precision with recall of around 60%.