

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

Top three variables: Tags, Lead Profile, How did you hear about X Education

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?

Top 3 categorical/dummy variables should be focused to increase probability of lead conversion:

- Tags: "Closed by Horizon": with coef of 9.3447
- Tags: "Lost to EINS": with coef of 7.4705
- Tags: "Will revert after reading the email": with coef of 6.9221

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.

In this period, we will have more resources to phone calls. So this means that we accept to decrease the conversion rate to reach out more customers. To do this, we will look for customers who have lower lead score threshold.

For example, the current lead score threshold is 10 with the result of precision 0.94. In this period, we can lower the lead score threshold to 7 with the result of precision 0.77, but the recall increase to 0.99 (from 0.97).

	prob	accuracy	precision	recall
0.00	0.00	0.462683	0.462683	1.000000
0.01	0.01	0.505295	0.483276	1.000000
0.02	0.02	0.858043	0.771100	0.985831
0.03	0.03	0.858043	0.771100	0.985831
0.04	0.04	0.858043	0.771100	0.985831
0.05	0.05	0.858043	0.771100	0.985831
0.06	0.06	0.858043	0.771100	0.985831
0.07	0.07	0.858043	0.771100	0.985831
0.08	0.08	0.955623	0.939121	0.966757
0.09	0.09	0.955623	0.939121	0.966757
0.10	0.10	0.955623	0.939121	0.966757

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. In this period, we want to reduce meaningless phone call. This means we want very high conversion rate. To do this, we can increase the lead score threshold.

For example, we can make calls to only customers who have lead score more than 70 with the result of precision increase to 0.97 (from 0.94), but the recall decrease to 0.92 (from 0.97).

	prob	accuracy	precision	recall
0.0	0.0	0.462683	0.462683	1.000000
0.1	0.1	0.955623	0.939121	0.966757
0.2	0.2	0.957388	0.943085	0.966213
0.3	0.3	0.957388	0.943085	0.966213
0.4	0.4	0.959657	0.957400	0.955313
0.5	0.5	0.959657	0.957400	0.955313
0.6	0.6	0.959657	0.957400	0.955313
0.7	0.7	0.954866	0.973684	0.927520
0.8	0.8	0.953606	0.973609	0.924796
0.9	0.9	0.953606	0.973609	0.924796