

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

Ans: The importance is taken in lead conversion as per their coefficient values. Total time spent on the website, Lead origin_Lead Add form, What is your current occupation_working professional.

Total time spent on the website:

The more time you spent on website then the probability of lead conversion is high. So team has to get in touch with those leads.

Lead Origin:

Positive coefficient with the higher probability states the lead conversion, not only the source used but also the forms created in website leads to interest of customer.

What is your current occupation:

This has positive contribution with more of working professionals showing interest, so team can focus on working professional which expand industrial business.

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 origin_Landing page submission, Lead Source_Direct traffic, Lead Source_social media, what is your current occupation_unemployed, What is your current occupation_working professional are three categorical dummy variables.

It seems that the Lead origin, Total time spent on website, what is your current occupation variables plays major role in recruiting leads and can have high chance of converting.

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 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:

- In order to make the lead conversion more aggressive they need to repeatedly check the potential leads who frequently visits the page, since visit number could also be the reason of their interest and also who spent amount of time on website.
- The last activity through SMS is also important variable, checkout for the specialization whether working professional or unemployed are in the last activity or form submission. Even though students can be lower probability in converting but its business goal to work on the factor with different industries.
- Performance metrics can also be referred, high sensitivity implies that our model will correctly identify almost all leads who are likely to Convert. In our model Sensitivity and Specificity is calculated, this will make sure about the leads who are likely to Convert are

identified correctly and the agents can make phone calls to as much of such people as possible.

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:

From our model Specificity implies that our model will correctly identify the non-conversion leads. It will misclassify some conversion cases as non-conversions, by referring this conversion probability, company can minimize the rate of useless phone call.

They can focus more on other methods like SMS, emails this way calling won't be necessary unless emergency and do no focus on unemployed leads.