

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

Lead Origin

What is your current occupation

Lead Source

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?

Lead Origin_Lead Add Form

What is your current occupation_Working Professional

LSource_Welingak Website

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.

They should call all the prospective customers that have the chance of conversion over the optimal probability suggested by the ROC curve i.e. 0.3 in this case.

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.

They should sort the prospective customers descending on the probability of customers and the top customers only as per time permitting in order to make the most use of the limited time available and prevent waste.