

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

Ans:

- Tags_Lost to EINS
- Tags_Closed by Horizzon
- Lead Source_Welingak Website

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:

- Tags_Lost to EINS
- Tags_Closed by Horizzon
- Lead Source_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.

Ans:

We will choose a lower threshold value for Conversion Probability. This will ensure the Sensitivity rating is very high which in turn will make sure almost all leads that 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:

We will choose a higher threshold value for Conversion Probability. This will ensure the Specificity rating is very high, which in turn will make sure almost all leads that are on the brink of the probability of getting Converted or not are not selected. As a result the agents won't have to make unnecessary phone calls and can focus on some new work.