

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

Ans: The top 3 columns which contribute most can be identified by looking at the coefficient for the variables in stats model.

The top 3 columns are below:

Lead Origin\_Lead Add Form  
Last Notable Activity\_Had a Phone Conversation  
Last Activity\_Email Bounced

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: Top 3 categorical columns are:

Lead Origin\_Lead Add Form  
Last Notable Activity\_Had a Phone Conversation  
Last Activity\_Email Bounced

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: As our target is to ensure almost all the potential leads are converted, we should use the confusion matrix. To do this, marketing team can connect with the all the customers, who are likely to convert and they should not miss any single lead. Hence the model should identify all the converted leads correctly. Even if non-converted leads are identified as lead, there is no harm. Once the model identifies all the leads, these 10 interns can be engaged to connect with these customers and increase the conversion rate.

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: In this case, we can use the strategy of ROC to identify sensitivity and specificity to determine the leads having high probability of conversion