

Subjective Questions

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans1. The top three variables that contribute most towards the probability of a lead getting converted are:

1. Lead Origin_Lead Add Form
2. Lead Source_Welingak Website
3. Last Activity_SMS Sent

Q2. 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?

Ans2. 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 are:

1. Last Notable Activity_SMS Sent
2. What is your current Occupation_Unemployed
3. Tag_Will revert after reading the email

Q3. 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.

Ans3. In the period of 2 months, to make lead conversion more aggressive members, sales team should have to target as much leads as possible. This means that people who have very little chance of conversion should also needs to be targeted.

For this we have to choose high value of sensitivity for our model because high value of sensitivity directly implies the correct identification of all the leads who are likely to convert. It will also imply that those people who are very less likely to convert are also covered in this, but that is not a problem for us in these 2 months as we can target maximum leads in this time period.

So, keeping a lower threshold value for conversion probability is a prominent approach.

Q4. 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.

Ans4. When company reaches its target for a quarter before deadline and wants to spend rest of the time somewhere useful then at that time, they need to be quite specific about their leads. At that particular time, they don't want to waste time on leads which are not potential leads or leads will not be converted in future.

So, for this it's best to increase the threshold value for conversion probability. Increasing specificity value will directly increase the threshold value and only the leads which are having high conversion rate will be attended by the sales team, which will save time.