

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

Ans:

Landing Page Submission

API

Lead Add Form

- API and Landing Page Submission has less conversion rate(~30%) but counts of the leads from them are considerable
- The count of leads from the Lead Add Form is pretty low but the conversion rate is very high

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:

- To improve the overall lead conversion rate, we need to focus on increasing the conversion rate of 'API' and 'Landing Page Submission' Lead Origins and also increasing the number of leads from 'Lead Add Form'
- To improve the overall lead conversion rate, we need to focus on increasing the conversion rate of 'Google', 'Olark Chat', 'Organic Search', 'Direct Traffic' and also increasing the number of leads from 'Reference' and 'Welingak Website'
- Websites can be made more appealing so as to increase the time of the Users on websites
- We should focus on increasing the conversion rate of those having last activity as Email Opened by making a call to those leads and also try to increase the count of the ones having last activity as SMS sent
- To increase overall conversion rate, we need to increase the number of Working Professional leads by reaching out to them through different social sites such as LinkedIn etc. and also on increasing the conversion rate of Unemployed leads

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: Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%.

Now, although X Education gets a lot of leads, its lead conversion rate is very poor. For example, if, say, they acquire 100 leads in a day, only about 30 of them are converted. To make this process more efficient, the company wishes to identify the most potential leads, also known as 'Hot Leads'. If they successfully identify this set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone.

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

Strategy Outline

1. **Increase the Cutoff Threshold:**

- By increasing the cutoff threshold, you only make calls to leads with a very high probability of conversion. This minimizes unnecessary calls to low-probability leads.

2. **Use the Lead Score:**

- Incorporate the Lead Score to prioritize calls. Only make calls to leads with a Lead Score above a certain threshold, indicating a higher likelihood of conversion.

3. **Reevaluate Lead Conversion Model:**

- Periodically retrain the model to ensure it remains accurate and reflects the latest data trends.

Implementation Steps

1. **Build the Model with a Higher Cutoff:**

- The given function `build_model_cutoff` uses a cutoff value for prediction. In this scenario, set a high cutoff value (e.g., 0.9 or higher).

2. **Model Output Analysis:**

- Review the results to ensure that the model correctly identifies leads with high conversion probabilities.

3. **Adjusting the Call Strategy:**

- Implement the new strategy in the sales team's workflow, focusing on leads with high `Convert_Probability` and `Lead_Score`.