Graphical user interface, text

Description automatically generated

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

Answer: Below are the 3 variables

* 1. Curr\_Occupation\_Working Professional
  2. TotalVisits
  3. Total Time Spent on Website

1. 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?

Answer:

* 1. Curr\_Occupation\_Working Professional
  2. Specialization\_Finance Management
  3. Specialization\_Marketing Management

1. 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.

Answer: We can reduce the optimal probability cutoff value by 0.1 or 0.2, which might increase the count of False Positives in the confusion matrix but this will increase the potential leads and in turn may bring in more people to join the course.

1. 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.

Answer: During this time, we can increase the probability cutoff value bit more from the optimal value of 0.4 by 0.2 or 0.3 and this will increase the False negatives and thus will lead to less number of phone calls as we have already reached our target well before the deadline.