

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

Ans:

Lead origin, What is your current occupation and Lead source are the three variables which contribute most.

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. Lead Origin_Lead Add Form, What is your current occupation_Working Professional and LeadSource_Reference

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:

In order to make more phone calls the model should predict maximum true positives and minimize the prediction of false negatives. Which they should reduce the cutoff probability

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 order to minimize the phone calls the model should predict minimum false positives, hence they should increase the cutoff probability.