

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

Ans: TotalVisits, Total Time spent on the website, Lead Origin_Lead Add Form

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, Last Activity_Had a phone conversation, Lead Score_Wellingak Website

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: Since they want to capture almost all potential leads (predicted as 1), they could consider focusing on recall i.e. lowering the classification threshold. Instead of the current threshold of 0.44, we could use a lower value (e.g., 0.3). This will increase the number of positive predictions (leads) and ensure aggressive outreach. Since it will be interns who will primarily be making these calls, it is also important to effectively train interns to properly communicate with the customers and be aware of the product to ensure they handle their queries.

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 scenario, the focus should be on precision. This will avoid false positives (i.e., making calls that don't lead to conversion). Prioritizing precision ensures that when a phone call is made, it is likely to be relevant.