SUBJECTIVE QUESTIONS AND THEIR ANSWERS BASED ON THE MACHINE LEARNING MODEL

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
2. Tags
   1. Will revert after reading the email.
   2. Closed by Horizzon
3. Total Time spent on Website.
4. Lead Source
   1. Welingak Website
   2. Olark Chat
   3. Reference
5. Last Notable Activity
   1. SMS Sent
   2. Others

These are the topmost influential features in this dataset that positively influence the Lead success probability.

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?
2. Lead Origin \_Lead Add Form
3. Lead Source\_Olark Chat
4. Last Activity\_Had a Phone Conversation
5. X Education has a period of 2 months every year during which they hire some interns. The sales team has around ten interns allotted to them. So, during this phase, they wish to make the lead conversion more aggressive. So, they want almost all the potential leads (i.e., the customers who have been predicted as one 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.

Company X can deploy the following strategy for these 2 months to maximize their conversion:

* Since Interns might most likely be untrained, they can be given high lead score cases as their likelihood of conversion is already higher. – Eighty percent and above.
* Experienced team can work on cases where there is mixed probability – 45% to 80%.
* Since extra resources are available at their disposal, Company X can reduce their lead cut-off limit from 45% to further low so as to capture border line cases so as to have an attempt at them.

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 is extremely necessary, i.e., they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

* Since target is achieved and resource utilization is the objective, the company can focus on the high lead score options and increase the threshold of score to 80% and above.