

Lead Score Analysis: Subjective Questions by Anusha N

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

Answer: The top three variables most contributing to lead conversion probability are:

- Tags_Will revert after reading the email: Indicates strong genuine interest and intent.
- Last Activity_SMS Sent: Shows effective immediate engagement and follow-up.
- Lead Source_Welingak Website: Represents high-quality, self-initiated traffic with a high conversion likelihood.

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Answer: To aggressively increase lead conversion probability, focus on these top 3 categorical/dummy variables:

- Tags_Will revert after reading the email: Leads with this tag have high intent and require quick, direct follow-up.
- Last Activity_SMS Sent: Continue utilizing SMS as a highly effective engagement channel.
- Tags_Ringing: These leads still represent potential and can serve as good secondary targets for follow-up calls.

3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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

Strategy: For an aggressive lead conversion push, especially during intern periods, the following strategy should be employed:

- Only concentrate on leads that the logistic regression model indicates have high predicted scores (>0.6 or 0.7). This ensures resources are directed to the most promising prospects.
- Target "Predicted 1" Only: To guarantee high-efficiency calling, restrict outreach to leads that the model explicitly deems likely to convert (label = 1).
- Make Use of Behavioural Signals: Teach interns to use key conversion indicators to rank leads and tailor their conversations:
 - Tags: Focus on "Ringing," and especially "Will revert after reading the email."
 - Last Action: Pay attention to "Modified" and "SMS Sent," as these often signify recent engagement.

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: When quarterly targets are met early and the aim is to minimize unnecessary phone calls, the sales team should shift to a more refined, data-driven nurturing and qualification strategy:

- **Raise the Prediction Threshold:** Increase the model's threshold from 0.5 to 0.7 or 0.75. Focus only on leads with very high conversion probability. This lowers false positives and increases precision.
- **Filter by High-Impact Tags & Activities:** Call only leads with strong indicators like:
 - **Tags:** "Ringing," "Will revert after reading the email."
 - **Last Activity:** "SMS Sent," "Last Notable Activity_Modified."
 - Ignore low-confidence or unclear tags (e.g., "Unknown," "Invalid number").
- **Use Lead Source as a Filter:**
 - Yes, Lead Source is important. In your model:
 - "Lead Source Google,_Welingak Website" had a positive impact on conversions.
 - These users show high intent, so include them even in low-call windows.