

## Lead Score Assignment Subjective Question Answer's

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

Ans1. The top three variables in model which contribute most towards the probability of a lead getting converted are:

- a. Total Time Spent on Website
- b. Total Visits
- c. LeadOrigin\_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?

Ans2. 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 are:

- a. Lead Add form – dummy variable from Lead Source
- b. Olark Chat – dummy variable from Lead Source
- c. Working Professional – dummy variable from Current occupation

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.

Ans3. Phone calls should be done if:

- a. Who spends much time on website and this can be done by making website easier and more informative.
- b. Company should make calls to the “Working Professionals” as they are more likely to get converted.

c. Who visits websites repeatedly.

d. Through SMS

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.

Ans4. They need to focus on SMS and automated emails instead of phone call unless its emergency.