Lead Scoring Case Study :: Subjective Questions & Answers

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

   A. Based on the final model and absolute value of coefficients of the parameters/variables, we can conclude that below are the top 3 variables/features from the data that is ready for modeling.
      i. *TotalVisits* with coefficient of 10.758387
      ii. *Total Time Spent on Website* with coefficient of 4.539055
      iii. *Page Views Per Visit* with coefficient of 4.070615 (absolute), if considering non-absolute value then based on +ve sign, top 3rd variable is *Lead Origin_Lead Add Form* with coefficient of 3.197021

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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?

   A. Based on RFE procedure (provided at the end of python (.ipynb file)), we obtained that below are the top 3 variables features from the data that is ready for modeling.
      i. *Total Time Spent on Website*
      ii. *Lead Origin_Lead Add Form*
      iii. *What is your current occupation_Working Professional*

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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.

   A. The effective strategy would be to choose the leads based on the coefficient/weight of the variable, ie., giving higher priority to those leads who are positive on the highest weighted variable then gradually moving towards the next top weighted vairables in the order of descending order of weight of variables.

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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.

   A. Similar to the strategy stated as answer for the previous question(3), the effective strategy would be to choose only those new leads based on the coefficient/weight of the variable to make phone call, ie., giving higher priority to those leads who are positive (or larger value in case of numeric/non-binary number) on the highest weighted variable then gradually moving towards the next top weighted vairables in the descending order of weight of variables.
