

## Lead Score Subjective Q & A:

1. Which are the top three variables in your model that have the most negative impact on the probability of a lead getting converted?

Ans. The top three variables that have the most negative impact on lead conversion are:

occu\_Unemployed: Categorical variable indicating the occupation of the lead (Unemployed)

occu\_Student: Categorical variable indicating the occupation of the lead (Student)

occu\_Other: Categorical variable indicating the occupation of the lead (Other)

2. How does the lead conversion probability vary based on the number of times the lead visited the site?

Ans. The lead conversion probability can vary based on the number of times the lead visited the site. It would be helpful to analyze the relationship between the number of site visits and lead conversion by plotting a graph or using a statistical analysis technique such as binning the number of site visits and calculating the conversion rate for each bin.

3. Is there any correlation between the lead conversion probability and the lead source?

Ans. Yes, there can be a correlation between the lead conversion probability and the lead source. It would be beneficial to analyze the conversion rates for different lead sources and identify which sources have a higher probability of lead conversion. This information can help focus marketing efforts on the most effective lead sources.

4. Are there any notable differences in lead conversion probability based on the time spent on the site?

Ans. Yes, the time spent on the site can have an impact on lead conversion probability. By analyzing the conversion rates for different time ranges (e.g., less than 1 minute, 1-5 minutes, more than 5 minutes), it is possible to identify if there are any notable differences. Leads who spend more time on the site may have a higher probability of conversion as they show a higher level of interest or engagement.

5. How does the lead conversion probability vary based on the last activity performed by the lead?

Ans. The last activity performed by the lead can provide insights into their engagement level and potential conversion probability. By analyzing the conversion rates for different last activities (e.g., email opened, SMS sent, had a phone conversation), it is possible to identify if certain activities have a higher correlation with lead conversion. This information can help prioritize follow-up actions based on the last activity performed by the lead.