SUBJECTIVE QUESTION ON LEAD SCORING CASE STUDY

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

Ans: The top variables that contribute towards the probability of a lead getting converted:
   a. Total Visits
   b. Total Time Spent on Website
   c. Page Views Per Visit

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?

Ans: The top 3 categorical/dummy variables are:
   a. Lead Source Google
   b. Lead Source Reference
   c. Lead Source Social Media

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.

Ans: Make phone calls to as much of such people as
   A . Target leads came through References have a higher chances of converting.
   B . Total Time Spent on Website
   C . Lat Activity of target lead is also help to converting them to lead.

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.

Ans: To minimize useless Phone calls then don't Focus on Unemployed People and students. Because unemployed people don't have money to spend on course and students are already study something. These two have less chance to have converted into potential Lead.