

Lead Score Case Study Subjective Questions

Question1: Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Answer: The **top 3 variables** which contributed most towards the probability of a lead getting converted.

1. Lead Source
2. Tags
3. Last Notable Activity

Question2: 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?

Answer: 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.

1. ['Lead Source']_NC_EDM
2. ['Tags']_Lateral student
3. ['Tags']_Shall take in the next coming month

Question3: 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.

Answer:

First of all they should take feedback from all the converted members and try to make it as informative and useful to those converted customers after that they can focus on the targeted customers and give them demo sessions and some discounts which could attract the customers and convert them over.

Question4: 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.

Answer: They can train a classification model such a way that any phone call received will be asked the reason of the call, The reason mentioned would then be sent to the classification model to predict whether it is a useless call or not, accordingly they can reduce a large number of calls.

As X education has reached its target for the quarter, to minimize the rate of useless phone calls they can just consider the people with higher probability of conversion.