Lead Scoring Assignment Subjective Questions

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans:

Tags closed by Horizzon
Tags lost to EINS
Tags will revert after reading mail

	coef
const	-2.8661
Total Time Spent on Website	0.9108
Lead Source_Olark Chat	1.0741
Lead Source_Reference	2.2196
Last Activity_SMS Sent	1.2539
Country_Qatar	-3.3910
Tags_Busy	2.3373
Tags_Closed by Horizzon	7.4335
Tags_Lost to EINS	7.1175
Tags_Ringing	-1.2669
s_Will revert after reading the email	5.3416
Tags_switched off	-1.6842
Lead Quality_Worst	-2.7232

Q2. 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 variables are:

Tags Closed by Horizzon
Tags Lost to EINS
Tags will revert after reading mail

Q3. 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:

To get maximum conversion should call the prospect ID having '1' values below our cutoff point 0.6 that we get with the help of curve plotted with sensitivity, accuracy and specificity

	Converted	Converted_prob	Prospect ID	predicted	0.0	0.1	0.2	0.3	0.4	0.5	0.6	0.7	8.0	0.9
n ick to	serall output	t; double click to hide	4584	1	1	1	1	1	1	1	1	1	1	1
1	1	0.931638	5617	1	1	1	1	1	1	1	1	1	1	1
2	0	0.009536	1095	0	1	0	0	0	0	0	0	0	0	0
3	1	0.962768	3166	1	1	1	1	1	1	1	1	1	1	1
4	1	0.963207	401	1	1	1	1	1	1	1	1	1	1	1
5	1	0.977324	7113	1	1	1	1	1	1	1	1	1	1	1
6	1	0.993379	4505	1	1	1	1	1	1	1	1	1	1	1
7	1	0.977350	7456	1	1	1	1	1	1	1	1	1	1	1
8	1	0.983751	4532	1	1	1	1	1	1	1	1	1	1	1
9	0	0.001549	7198	0	1	0	0	0	0	0	0	0	0	0
10	0	0.004267	8870	0	1	0	0	0	0	0	0	0	0	0
11	0	0.054698	8178	0	1	0	0	0	0	0	0	0	0	0
12	1	0.957995	3836	1	1	1	1	1	1	1	1	1	1	1
13	1	0.989561	8980	1	1	1	1	1	1	1	1	1	1	1
14	1	0.931638	2634	1	1	1	1	1	1	1	1	1	1	1
15	1	0.993384	3162	1	1	1	1	1	1	1	1	1	1	1
16	0	0.980959	8610	1	1	1	1	1	1	1	1	1	1	1
17	0	0.024234	4637	0	1	0	0	0	0	0	0	0	0	0
40	4	0.516244	7244		1	4	4	4	4	- 1	0	0	0	0

Q4. 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. As we have 95% accuracy there is less difference between actual and predicted converted prospects. So in general they can make calls according the leads associated with answers of question. 1 & 2. i.e, variables with higher coefficient and DO NOT waste time and calls to variables having negative coefficient in our model final.

	Converted	Converted_prob	Prospect ID	predicted	0.0	0.1	0.2	0.3	0.4	0.5	0.6	0.7	8.0	0.9
n iele te	s sexall output	double click to hide	4584	1	1	1	1	1	1	1	1	1	1	1
1	scroll output	0.931b38	5617	1	1	1	1	1	1	1	1	1	1	1
2	0	0.009536	1095	0	1	0	0	0	0	0	0	0	0	0
3	1	0.962768	3166	1	1	1	1	1	1	1	1	1	1	1
4	1	0.963207	401	1	1	1	1	1	1	1	1	1	1	1
5	1	0.977324	7113	1	1	1	1	1	1	1	1	1	1	1
6	1	0.993379	4505	1	1	1	1	1	1	1	1	1	1	1
7	1	0.977350	7456	1	1	1	1	1	1	1	1	1	1	1
8	1	0.983751	4532	1	1	1	1	1	1	1	1	1	1	1
9	0	0.001549	7198	0	1	0	0	0	0	0	0	0	0	0
10	0	0.004267	8870	0	1	0	0	0	0	0	0	0	0	0
11	0	0.054698	8178	0	1	0	0	0	0	0	0	0	0	0
12	1	0.957995	3836	1	1	1	1	1	1	1	1	1	1	1
13	1	0.989561	8980	1	1	1	1	1	1	1	1	1	1	1
14	1	0.931638	2634	1	1	1	1	1	1	1	1	1	1	1
15	1	0.993384	3162	1	1	1	1	1	1	1	1	1	1	1
16	0	0.980959	8610	1	1	1	1	1	1	1	1	1	1	1
17	0	0.024234	4637	0	1	0	0	0	0	0	0	0	0	0
40	4	0.516244	7244	0	4	4	4	4	4	4	0	0	0	0