

## 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
Tags_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

Ans :

Converted	Converted_prob	Prospect ID	predicted	0.0	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9
0	1	0.001000	4584	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
2	0	0.009536	1095	0	1	0	0	0	0	0	0	0	0
3	1	0.962768	3166	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
5	1	0.977324	7113	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
7	1	0.977350	7456	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
9	0	0.001549	7198	0	1	0	0	0	0	0	0	0	0
10	0	0.004267	8870	0	1	0	0	0	0	0	0	0	0
11	0	0.054698	8178	0	1	0	0	0	0	0	0	0	0
12	1	0.957995	3836	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
14	1	0.931638	2634	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
16	0	0.980959	8610	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
18	1	0.516344	7344	0	1	1	1	1	1	0	0	0	0

