Lead Scoring Assignment- Subjective Questions

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

    Tags → Lost to EINS - leads with tag lost to EINS
    Lead Origin→ Add Form
    Last Notable Activity → SMS Sent

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?

    Lead Origin_Lead Add Form
    Tags_Lost to EINS
    Lead Origin_Leads from API

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.

    For more aggressive conversions focus on:
    Tags – Lost To EINS , Will revert after reading mail,Busy
    Total time spent on website
    Lead Origin - The origin identifier with which the customer was identified to be a lead. Includes API, Landing Page Submission, etc.
    Occupation- Working Professionals

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.

    Can more concentrate on Lead sources other google/direct traffic,
    Lead Source_References – See for conversions via References
    Lead Source_Welingak Website – Also leads with Website logins
    What is your current occupation – Target those who are students, employed etc. for better conversions