Lead Score Case Study
X Education
Business Problems

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   - The final model has 11 feautures, most of which have been derived from the following variable –
     - Tags - Tags assigned to customers indicating the current status of the lead,
     - Lead Source - The source of the lead. Includes Google, Organic Search, Olark Chat, etc,
     - Last Notable Activity - The last notable activity performed by the student.

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?
   - The final model has 11 features, out of which, the following have the highest coefficient factors, thereby contribute the most towards the probability of a lead getting converted –
     - Tags_Closed by Horizzon   8.035432
     - Tags_Lost to EINS   7.862952
     - Tags_Will revert after reading the email   6.571540

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.
   - During such seasons, the optimal probability should be reduced to even lower than the current level (0.2), that way more leads will be classified as 1, i.e. hot leads, and more people can be reached out to by the marketing team.

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.
   - In such cases, the optimal probability should be increased from the current level (0.2), that way, only those with a truly high lead score, would be classified as 1 i.e. a hot lead, wherein the chances of conversion are the highest. X Education's marketing team, should make leads with a higher lead score, first, in order to optimise their resources.