Lead Score Assignment Subjective Questions with Answer

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

   Solution:

   The top variables in your model which contribute most towards the probability of a lead getting are:
   - Lead_Origin_Lead_Add_Form with a coefficient of **4.611875.**
   - What is your current occupation_Working Professional with a coefficient of **3.757.**
   - What is your current occupation_Unemployed with a coefficient of **1.261.**

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?

   Solution:

   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 are :

   1. Lead_Origin_Lead_Add_Form with a coefficient of **4.611875.**
   2. What is your current occupation_Working Professional with a coefficient of **3.757.**
   3. What is your current occupation_Unemployed with a coefficient of **1.261.**

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.

   Solution:

   - In order to make the sales aggressive and achieve maximum lead conversion the company may contact all the leads which have a probability of more than 0.34 which is the optimal threshold telling us that the lead would be converted according to our model which gives a conversion rate of ~83%.

- And the sales team should make more phone calls if the lead is a working professional and unemployed as they have higher chance of opting the course and also if the lead origin is from the Add form.
- And also if the lead has spent more time on the website the lead is most likely to opt for a course if the sales team has made enough calls. As we can see a positive coefficient for this variable too.

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.

   Solution:

   - The company can focus only on prospects which have higher probability of converting to a lead, they can reconsider the threshold to something like 0.7 and if the probability of the lead falls above this threshold only then the sales team should make a call else they don't.
   - And moreover the company must target the right prospects like working professionals. And do not make many calls if the lead source is from a Referral Sites, Google, Organic search etc. because they have very low coefficient values and the company might waste many calls over them.
   - The company can also set up a auto-generated mail which will be sent to prospects who are leads so that the sales team reduce the calls.