

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?

The top 3 variables that contribute most towards converting the leads are as follows:

- i) Lead Source
- ii) Tags
- iii) Last Activity

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 dummy variables that increase the probability of lead conversion are:

- i) Lead Source_Olark Chat
- ii) Last Activity_SMS Sent
- iii) What is your current occupation_Unemployed

These are the dummy variables that help the organization to convert most of the leads to take a course.

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.

i) The sources of the leads such as Olark Chat, Welingak Website should be focused to get the potential leads.

ii) The Tags that specify the current status of the lead should be targeted such as Ringing, Will revert after reading email etc.

iii) There are more chances that an Unemployed customer gets converted to join the course. These are potential leads.

iv) The variable Lead Origin also plays an important role in converting the leads. Focusing on these factors would make the lead conversion more aggressive.

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.
 - i) The leads with current occupation such as Student, Businessman, and Housewife will not help much to convert the leads.