LEAD SCORING ASSIGNMENT SUBJECTIVE QUESTIONS

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

   The top 3 Variables are:

   - **Lead Origin_Lead Add Form**
   - **What is your current occupation_Working Professional**
   - **Lead Source_Welingak Website**

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**
   - **What is your current occupation_Working Professional**
   - **Lead Source_Welingak Website**

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.**

   - The good strategy to employ at this stage would be, apply the linear regression model, and generate lead scores, where lead scores are conversion probability x 100. That is higher the lead score, higher the chances of the conversion. The interns must call these leads lets' say from lead score of 100-80, and nurture them effectively. As the pool of the Hot Leads increases, the lead conversion Rate would also increase. At the same time, develop different strategies to nurture the potential leads based on their profession. Next strategy could be to consider only those channels for advertisement, where the click through rate is high. This should only be applied to the leads that fulfill the top3-4 variables.

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.**

   ➢ The sales team can do an analysis for the next quarter, as it would give them much preparation time. They also, need to do a proper analysis of the factors that were responsible for reaching its target. They can also look into pending potential leads, that were not converted previous quarter, and can come up with better strategies for the same. The sales team can also think of some financial incentives or campaigns to run so that the potential leads that have missed out can turn into hot leads.