

### **Lead\_Score\_case\_study\_By\_Zishan\_Ahmed\_&\_Irfan\_Momin\_Suubjective\_QnA.**

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

Ans :- Three variable which contribute most toward the probability of a lead getting converted are as follows ;-

- i > Last Notable Activity\_Had a Phone Conversation
- ii> Lead Origin\_Lead Add Form
- iii> What is your current occupation\_Working Professional

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?

Ans:- 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 as follows :-

- i> Total Time Spent on Website
- ii> Last Notable Activity\_SMS Sent
- iii> 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.

Ans : The interns should make a call with a proper product knowledge to those customers who are most likely to convert and comes under a category like:-

- Leads who spent more time on wibe site.
- Leads source from Welingark website
- Working Professionals.
- Specialization in management customers.

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.

Ans :- Company should start sending auto generated mails and SMS to those leads who have been predicted as 1 by the model with a simple (Yes/No) questions. Those who reply with this mails and SMS should be called.

Company should also target their customers like working professional and specialization in management category because their change of getting converted is more high. So rather than making a random calls, Company should work with this strategy to minimize the phone call.