

An abstract graphic consisting of several thin, white, parallel lines that originate from the bottom left and extend towards the top right corner of the page. The lines are slightly curved and vary in length, creating a sense of movement and depth against the blue gradient background.

LEAD SCORING SUBJECTIVE ANSWERS

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

The top three variables for lead conversion as per our model are:

1. Total Time Spent on Website
2. Last Activity_SMS Sent
3. Last ActivityOlark Chat Conversation

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 top three variables in our model, that should be focused the most are:

1. Last Activity_SMS Sent (positively impacting)
2. Lead Source_Google (negatively impacting)
3. Lead Source_Email Opened (negatively impacting)

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.

A good strategy will be:

- Focus on a wider set of lead targets.
- Lower the accuracy target level for analysis.
- Flexible workforce size to increase or decrease on demand.

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.

A good strategy will be:

- Revise the target set of lead targets to include the lower ones also.
- This should require minimal effort with a good chance of increasing conversions.