

Lead Score Subjective Questions

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

Ans. Top three variables that contribute most toward lead conversion are:

- Is_not_act_Had a Phone Conversation
- lead_src_Welingak Website
- lead_org_Lead Add Form

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 three categorical/dummy variables in the model, that should be focused most are:

- Is_not_act_Had a Phone Conversation : from Last Notable Activity
- lead_src_Welingak Website : from Lead Source
- lead_org_Lead Add Form : from Lead Origin

These three are top three categorical/dummy variables that affect the conversion rate. From the coefficient sign, we know they affect positively too. However there are some highly negative coefficient too that affect the conversion negatively. `occu_Unemployed`, `occu_Student` & `occu_Other` are 3 categorical variable that affect conversion negatively.

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. During this phase, they want to make lead conversion more aggressive. They want almost all potential lead & don't want to leave out any potential lead. That can be done by reducing the cutoff value a little bit. That way we will have higher Sensitivity value.

Apart from those, we can focus on certain group of people mentioned below & have phone call/directly approach them to increase lead conversion.

- People who contacted through SMS
- People who spent more time on Website
- People whose Lead Source is Welingak Website
- Try multiple times for people who were Unreachable in last attempt

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 only approach people who are hot leads or have higher chance of conversion & spend less resources on other people. For this we can increase cutoff value little bit. That will decrease Sensitivity, but it'll increase Specificity. That way we'll have less False Positives & company won't spend resources on people who may not convert to hot lead.