

Lead Score Case Study – Logistic Regression

Assignment Subjective Question

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

Ans – The top 3 variables that contribute most towards the probability of a lead getting converted are following: -

- 1) Total Time Spent on Website
- 2) Tags_Closed by Horizzon
- 3) Tags_Interested in other courses

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 – The top 3 categorical variables that should be focused to increase the lead conversion probability are following: -

- 1) Tags_Closed by Horizzon
- 2) Last Notable Activity_SMS Sen
- 3) Lead Origin_Landing Page Submission

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 – Phone calls must be done to the people if:

- They spent lots of time on the website which means they seems interested in the course, so try attracting these people most.
- They are repeated visitors
- There last noticeable activity through SMS or chat
- They are tagged as ringing/ revert back after reading the mail

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 - In this situation, they should concentrate more on other channels, such as automated emails and text messages. Calling won't be necessary until there is an emergency. The aforementioned approach can be applied, but only with clients that have a very high likelihood of purchasing a course.