

# **Lead Scoring Case Study Subjective Questions**

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

Ans-> The top three variables are:

- Total Time Spent on Website :- This variable is a positive contribution , higher the customer spend time on website ,higher the probability of lead conversion .
- What is your current occupation\_Other :- This variable is a negative contribution , prospects with these feature are higher chance to not to get converted.
- Tags :- This is a positive contribution , prospects with variable Tag having value 'Closed by Horizzon',' Others',' Will revert after reading the email' have higher chances of lead conversion .

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 three categorical or dummy variables are:

- Tags\_Closed by Horizzon :- Positive correlation with the target variable.
- Tags\_Will revert after reading the email :- Positive correlation with the target variable.
- What is your current occupation\_Other :- Negative correlation with the target variable

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-> To sort the prospect's having higher chances of conversion are those

- Who spend more time on website
- Whose occupation are mentioned as 'Other' should be neglected
- Whose 'Tag' variable having value as 'Closed by Horizzon' or 'Will revert after reading the email' or 'Others'
- Whose 'Last Notable Activity' variable as 'SMS Sent'

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 can choose the leads which simultaneously satisfies the variables having higher probability of conversion so that they won't loose a high probable lead . Also for a wide range of promotion they can use e-mail , free SMS etc.