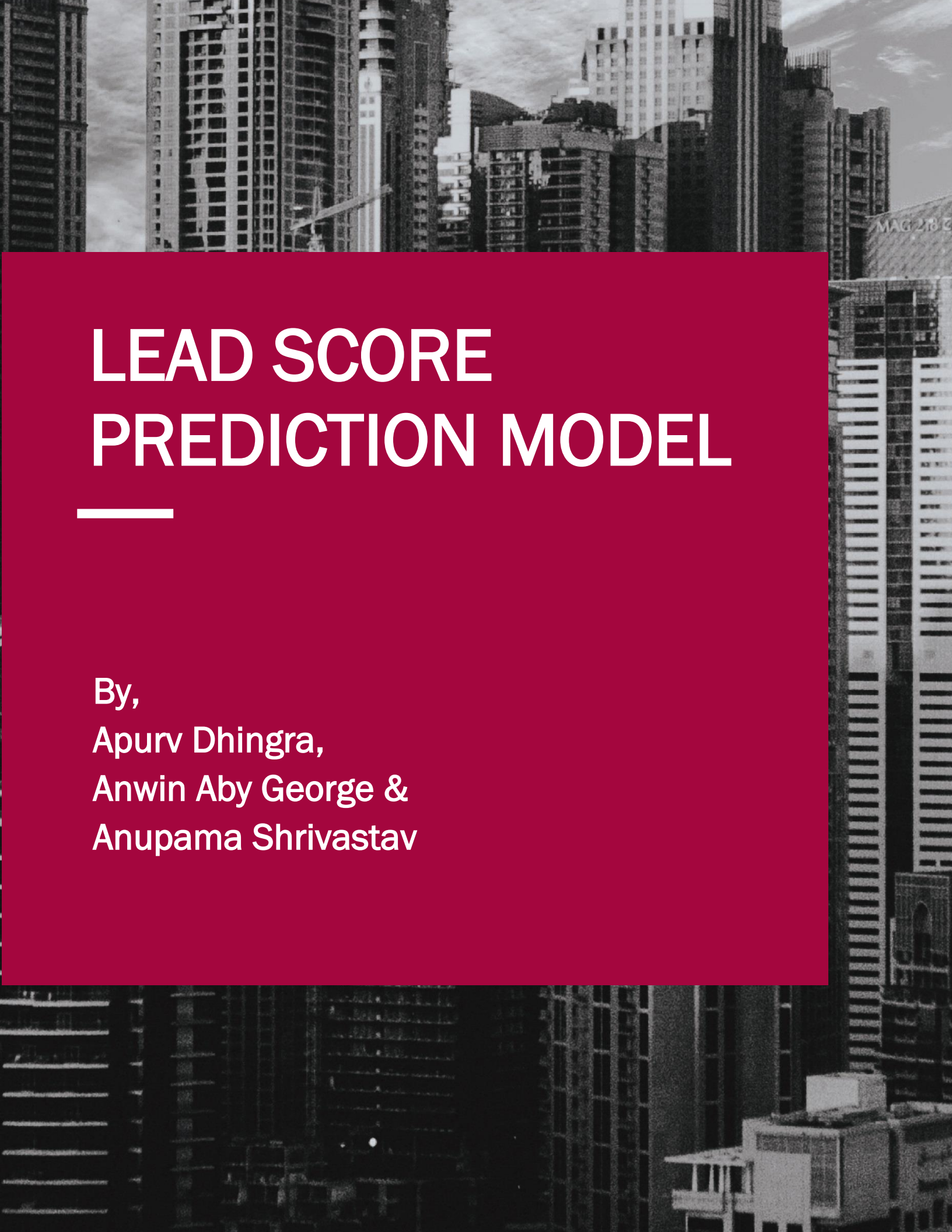

LEAD SCORE PREDICTION MODEL

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SUBJECTIVE QUESTION AND ANSWERS

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 that contribute most towards the probability of a lead getting converted are:

1. 'Lead Origin_Lead Add Form' with a coefficient of 3.82422921, indicating the highest positive impact on conversion.

2. 'Last Activity_Had a Phone Conversation' with a coefficient of 2.84913441, showing the second most significant positive impact on conversion.

3. 'Last Activity_SMS Sent' with a coefficient of 1.36983346, making it the third most influential variable for predicting lead conversion.

These coefficients suggest that leads generated through 'Lead Add Forms,' those who had a phone conversation as their last activity, and those who have sent SMS messages to the company are more likely to convert in your model.

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/dummy variables that contribute most towards the probability of a lead getting converted are:

1. 'Lead Origin_Lead Add Form' with a coefficient of 3.82422921, indicating the highest positive impact on conversion.

2. 'Last Activity_Had a Phone Conversation' with a coefficient of 2.84913441, showing the second most significant positive impact on conversion.

3. 'Last Activity_SMS Sent' with a coefficient of 1.36983346, making it the third most influential variable for predicting lead conversion.

These coefficients suggest that leads generated through 'Lead Add Forms,' those who had a phone conversation as their last activity, and those who received SMS messages are more likely to convert in your model.

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 effective strategy that could be implemented to improve lead conversion during the internship phase includes:

1. Focus on Specialized Leads: Prioritize leads specializing in HR management, marketing, banking, insurance, and investment management due to their higher conversion rates.

2. Emphasize High-Conversion Sources: Concentrate efforts on leads from sources like references, WeLearn, Welingak's website, and live chat, which have a higher likelihood of converting.

3. Optimize Lead Add Form: Give priority to leads generated through the lead add form, which boasts the highest conversion rate.

4. Personalized Engagement: Segment leads based on their specialization for personalized communication and offers. Engage with website visitors through live chat, providing tailored information.

5. Adjust Conversion Threshold: Experiment with adjusting the cutoff point for your logistic regression model. Lowering the cutoff to be more inclusive (e.g., from 0.4 to

0.3 or 0.2) can help identify more potential converters, but regularly monitor the impact on accuracy and lead quality.

By implementing these strategies, you can maximize lead conversion during the internship phase, ensuring both quantity and quality in your lead conversion efforts.

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: The effective strategy for optimizing lead conversion when the company reaches its quarterly targets early and aims to minimize unnecessary phone calls involves the following key steps:

1. Increase the Cutoff Point: Adjust the cutoff point for your logistic regression model to a higher value (e.g., from 0.4 to 0.5 or 0.6). This classifies leads as positive only when they have a higher probability of conversion, ensuring a focus on the most promising leads.

2. Specialization-Based Segmentation: Prioritize leads with specializations in HR Management, Marketing Management, Banking, Insurance, and Investment Management, as they have a higher conversion rate.

3. Leverage High-Converting Lead Origin and Sources: Continue to give preference to leads from the lead add form and high-conversion lead sources such as references, WeLearn, Welingak's website, and live chat. Allocate more resources to engaging with leads from these channels.

By implementing these strategies, the company can effectively allocate resources to leads with a higher likelihood of conversion while minimizing the rate of unnecessary phone calls, ensuring a more efficient and productive sales team.