

# Lead Scoring Assignment Subjective Questions

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

Top three variables which contribute most towards the probability of a lead getting converted are as follows:

- i. Current Occupation – Working Professionals.
- ii. Lead sources – Welingak Website.
- iii. Lead origin – 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?**

Top 3 categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are as follows:

- i. Lead source – Direct Traffic.
- ii. Lead sources – Organic Search.
- iii. Last Activity – Olark Chat conversation.

## **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 the sales team should employ in that period is to focus on the potential leads or hot leads predicted by the model as per the lead score. Our model, which has a lead conversion rate of around 80%, also provides a list of leads having high lead scores of above 85. So, making phone calls to those potential leads will increase the lead conversion at that period.

## **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 the company should employ at that stage would be to focus on the areas as predicted by the model which are having low chance of lead conversion. Since improving those areas at that stage will not only minimize the rate of useless phone calls but also will benefit the lead conversion in the future. A few of such areas like – improving the lead sources of Direct traffic and Organic search, improving Olark chat conversation, improving the emailing strategies, improving the website page etc.

