Lead Score Case Study: Assignment

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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?  
   A: Since most of the variables were modified and converted into dummy variables, these three from the original dataset impact the most in calculating the probability of lead getting converted.
   1. Lead Notable Activity
   2. Lead Quality
   3. Tags
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?  
   A: The Top three dummy variables with focus are
   1. LO\_Form
   2. LA\_Phonecall
   3. LQ\_Worst
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: Since the Model gives rating to all the leads registered into the system, choose bands in the following ways
   1. Band A with Lead Score between 0.95 and 1.0, call them on top priority.
   2. Band B with Lead Score between 0.85 and 0.95, call them next
   3. Band C with Lead Score between 0.70 and 0.85, put them next on the list and so on make further bands
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: In such Cases, the sales representatives should call in the following ways
   1. Initial level leads to call and nurture them
   2. Call on Band A type leads, so that only that are extremely interested in buying the product/services are contacted and with lesser efforts more output is generated