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**Lead Score 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?

Ans: **Top three variables contributing to lead conversion:**

- **Lead Origin\_Lead Add Form:** This has the largest positive impact, indicating that leads originating from the Lead Add Form are highly likely to convert.
- **Last Activity\_SMS Sent:** Indicates that sending an SMS has a strong positive effect on lead conversion.
- **Last Activity\_Had a Phone Conversation:** Phone conversations significantly increase the chances of converting a lead.

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: **Top 3 categorical/dummy variables to focus on:**

- **Lead Origin\_Lead Add Form:** Focus on this origin for higher conversions.
- **Last Activity\_SMS Sent:** SMS engagement plays a significant role in conversions.
- **Last Activity\_Had a Phone Conversation:** Phone interactions are crucial in converting leads, so this should be emphasized.

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: **Strategy for aggressive lead conversion (with interns):**

Since **phone conversations** and **SMS** have a large positive effect, during this phase, interns should focus on contacting leads who have previously engaged via phone or SMS. Prioritize leads from the **Lead Add Form** origin, as they have the highest likelihood of conversion.

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: **Strategy to minimize unnecessary phone calls:**

- To avoid unnecessary calls, focus on leads with low negative impact, such as **Do Not Email\_Yes** and those categorized as **Unemployed**. Prioritize leads from categories that have shown high conversion potential (e.g., **Phone Conversations** and **SMS Sent**).