

## **SUBJECTIVE QUESTIONS- LEAD SCORING CASE STUDY (DSC 47)**

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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: The top three variables in our model which contribute most towards the probability of a lead getting converted are:-

- Lead Source
- What is your current occupation
- Total Time Spent on Website

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

- Lead Source\_Welingak Website
- Total Time Spent on Website
- What is your current occupation\_Working Professional

**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: According to our model strategy , we can afford to contact more leads in order to maximize the no of actual converted. Hence, focus should be more on all those who are predicted 1, which can be achieved by visualizing when cutoff score kept to 36 and more. No of people to be contacted is 980.

**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: According to our model strategy the lead which should be contacted after achieving the target for the quarter , focus should be more on sure shot hot lead candidates , which can be achieved by visualizing the ratio of actual per predicted more than 85% when cutoff score kept to 80 and more. No of people to be contacted is 401.