LEADS SCORING ASSIGNMENT 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-

   - Last notable activity had on phone conversation
   - Lead origin lead add form
   - What is your current occupation working professional?

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-

   - Last Notable Activity SMS Sent
   - Last notable activity unreachable
   - Total time spent on website

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-

   Leads which can/probably get converted are below:

   - Last Notable Activity SMS Sent
   - Last notable activity unreachable
   - Total time spent on website

- Last notable activity had on phone conversation
- What is your current occupation working professional?

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-

   To minimize usless phone call just focus on these variables:
   - Last notable activity had on phone conversation
   - What is your current occupation working professional?