Lead Scoring Case Study
Subjective Questions

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

Answer:
a. Total Time Spent on Website
b. What is your current occupation - Working Professional
c. 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?

Answer:
a. What is your current occupation - Working Professional
b. Lead Origin - Lead Add Form
c. Lead Source - Welingak 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.

Answer:
During this period, it is advisable to prioritize prospects with the following features in descending order, as they have the highest positive coefficients contributing to the overall conversion rate. The initial focus should be on the following characteristics, and as leads with the first feature are exhausted, the interns should be told to focus on the next, and so on and so forth.

a. The total time spent on the website.
b. Current occupation - Working Professional.
c. Lead Origin - Lead Add Form.
d. Lead Source - Welingak Website.
e. Current occupation - Other.
f. Last Activity - had a phone conversation

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.

Answer:
Once leads with the aforementioned features listed in the answer above have been exhausted, the focus should then shift to those features with positive coefficients of 1 or above; these include

a. Current occupation - Student.
b. Last Activity - SMS Sent.
c. Current occupation - Unemployed.

This approach will help minimize unnecessary phone calls and enable the sales team to focus on new work as per the company's goals.