## LEAD SCORING ASSIGNMENT SUBJECTIVE QUESTIONS
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(DSC45 BATCH)

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 following :-
   - a. Total Time Spent on Website
   - b. TotalVisits
   - c. Page Views Per Visit

Feature variables based on their relative coefficient
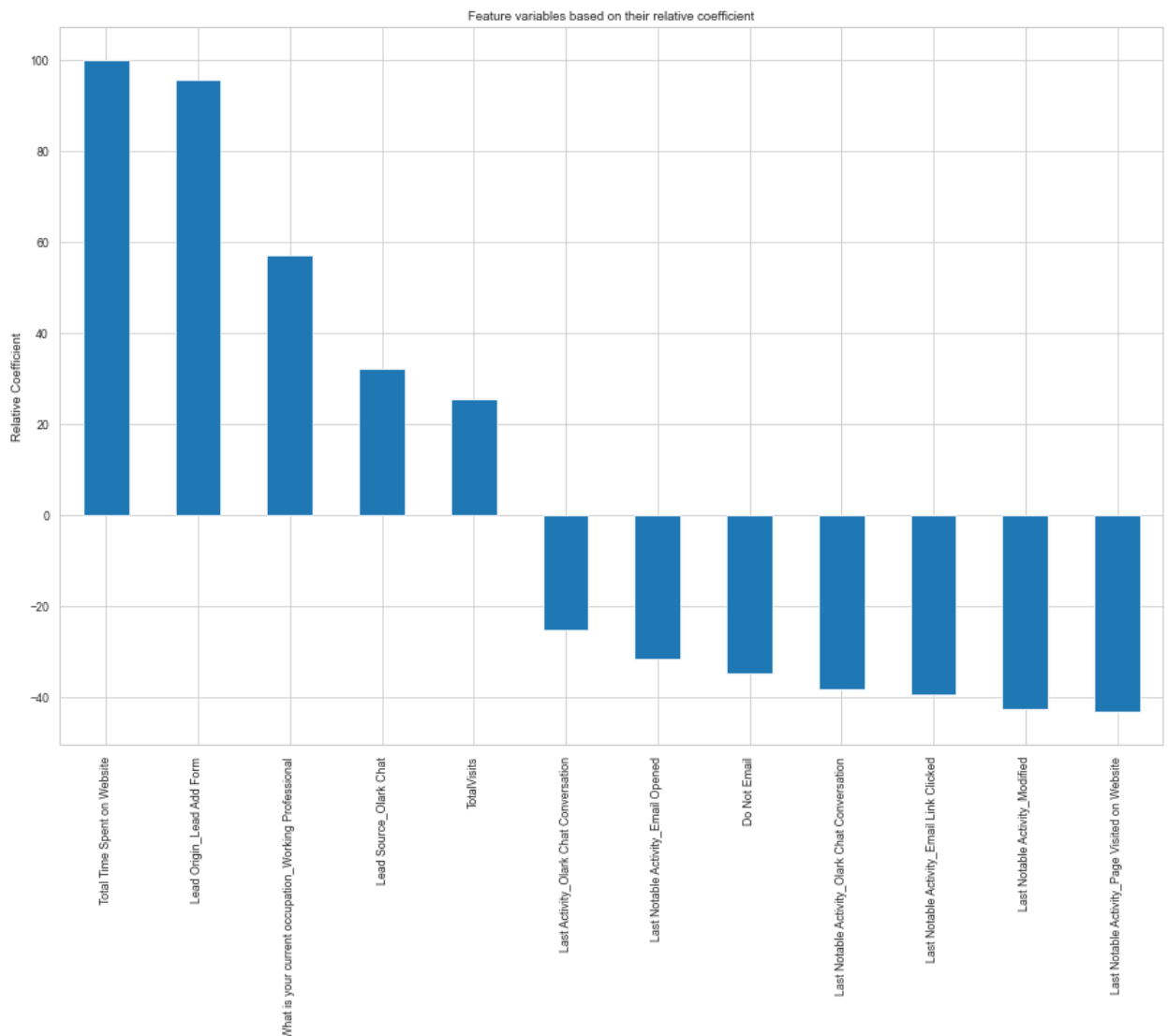
2. **What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?**

   Ans: The following are the Top Three Categorical/Dummy Variables that should be focused the most in order to increase the probability of Lead Conversion:

a) Lead Origin –Lead Add Form **(Dummy variable from Lead Origin)**
b) What is your current occupation –Working Professional **(Dummy variable from current occupation)**
c) Lead Source_Olark Chat **(Dummy variable from Lead Source)**

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: After analyzing the results of EDA our new Interns must approach people by Phone calls by checking categories:
   a. Company should make calls to the **"Working Professionals"** as they are more likely to get converted.
   b. **Who visits websites repeatedly** or **Who spend much time on website** and this can be done by making website easier and more informative.
   c. **Their Last Activity is through SMS** & Email Opened can be targeted.
   d. People having **Tags "Will revert after reading emails"** can be possible targeted leads
   e. **Last Notable 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.**
   Ans:
   a. They need to focus on SMS and automated emails instead of phone call unless its emergency.
   b. The above strategy can be used but with the customers that have a very high chance of buying the course.
   c. Leads who have applied for 'Do Not Email' already does not need to be attended again.
   d. Also based on the previous chat conversations if the lead is classified as 'Might be' or 'Worst' then those leads can be Ignored.
   e. Leads who shared their contact number in the website or through email but either are 'Busy' or 'Ringing' i.e., not answering to the calls can also be Ignored as they are less likely to get converted.
   f. Prioritizing can be done on the basis of lead score. Leads that have more than 80% of lead score can be Targeted.

THANK YOU