

Lead Scoring Assignment

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

A-1 Top Three variables that contribute more towards the probability of lead getting converted are:

1. Tags_Closed by Horizzon
2. Tags_Lost to EINS
3. Tags_Will revert after reading the email

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

A-2 Top 3 categorical/dummy variables:

1. Tags_Closed by Horizzon
2. Tags_Lost to EINS
3. Tags_Will revert after reading the email

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 take the lead conversion more aggressively. 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 many of such people as possible. Suggest a good strategy they should employ at this stage.

A-3 A good strategy would be to employ at this stage should be to go for a **low threshold value** of the model because we get **high Sensitivity** which means there will be a high percentage of the Total No. of conversions for that 2 months duration. Also, we can focus on other variables such as:

1. Tags_Closed by Horizon
2. Tags_Lost to EINS
3. Tags_Will revert after reading the email
4. Lead Source_Welingak Website
5. Last Activity_SMS Sent

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.

A-4 To minimize the rate of useless phone calls the company can opt for a strategy in which we have a **high threshold value** of the model which means that there will be **high specificity** which means that we will be focusing on leads that are not likely to convert that means we could lose some leads to other competitions but there is a fair amount of chance also that by not making too many phone calls to these leads we could close them.