# SUBJECTIVE QUESTIONS AND ANSWERS

## LEAD SCORING

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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?

   **Solution:**

   - Lead Origin_Lead Add Form
   - Lead Source_Olark Chat
   - 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?

   **Solution :**
   - Lead Origin_Lead Add Form
   - Lead Source_Welingak Website
   - Last Notable Activity_Had a Phone Conversation

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.

**Solution:**
- Order Potential Leads: Utilize the Last Notable Activity features, especially focusing on the following:

Last Notable Activity_SMS Sent: Leverage this channel to reach out to potential leads who have shown interest in the past. Prioritize leads who have received SMS notifications as they might be more responsive.

- Utilize Lead Origin and Source Information:
  Lead Origin_Lead Add Form: Leads generated from this source tend to be more promising. Allocate resources to follow up with these leads promptly. Lead Source_Olark Chat: Engage with leads who came through the Olark Chat source.

- Focus on Total Time Spent on Website:

  Leads who have spent more time on the website might have a higher inclination towards the services. Design the website more interactive. Prioritize reaching out to these leads.

- Target Working Professionals:

  Individuals categorized as 'Working Professionals' and 'Unemployed' in the occupation field might have varying responses. Customize the communication strategy accordingly.

- Participate in Personalized Conversations:

  Utilize Last Activity_Olark Chat Conversation to initiate personalized conversations with leads. These interactions might be crucial for higher engagement.

  By combining these strategies and leveraging the identified features, the sales team can optimize their efforts during this crucial period, focusing on potential leads and utilizing different communication channels to maximize lead conversion.

4. Correspondingly, 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.

**Solution:**

- Focus on Non-Phone Call Activities:
  Employ features like Last Notable Activity_SMS Sent and Last Notable Activity_Unreachable to prioritize communication channels other than phone calls. This could include email follow-ups or targeted online campaigns.

- Target Lead Source and Origin:

Allocate resources to engage with leads based on their origin and source. Prioritize activities that do not involve direct phone calls:

Lead Origin_Lead Add Form: These leads might respond better to personalized follow-ups via emails or targeted advertisements.

Lead Source_Olark Chat: Engage through non-phone channels such as live chat or follow-up emails for these leads.

- Website Interaction:

  Endure engaging leads who have spent considerable time on the website.

- Limit Unnecessary Phone Calls:

  Recognize the leads who have previously shown no interest or have been tagged as unreachable. Minimize phone calls to these segments during this period to avoid potential