

## **LEAD SCORE ASSIGNMENT SUBJECTIVE Q&A**

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

**A.** As per our model, there were only two variables that contributed towards the probability of a lead getting converted.

i) TotalVisits

iii) Total Time Spent on Website

**Q. 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?**

**A.** These are the top 3 categorical/dummy variables in our model:

i) Lead Origin\_Lead Add Form

ii) Last Notable Activity\_Unreachable

iii) Last Activity\_Had a Phone Conversation

**Q. 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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

**A.** To boost lead conversion during the 2-month hiring period, consider lowering the classification threshold used by the model. The current threshold is set at 0.4, meaning that leads with a predicted conversion probability of 0.4 or higher are identified as positive. To make the strategy more aggressive, lower the threshold to a value like 0.3 or 0.2. This adjustment will classify more cases as positive, resulting in increased outreach to potential leads, and ultimately enhancing conversion rates.

**Q.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.** To minimize the rate of unproductive phone calls when the company has already reached its quarterly target and wishes to refocus the sales team's efforts, implement a conservative threshold adjustment strategy. Specifically, raising the classification threshold in the model from the default 0.4 to a higher value, like 0.6 or 0.7, ensuring that only leads with an exceptionally high likelihood of conversion are considered positive cases. By doing so, unnecessary calls are minimized, and resources are directed towards leads with the greatest potential for success during this period.