

## Lead Score Assignment Subjective Questions

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

### Solution:

Based on the coefficient values from below screenshot, the following are the top three variables that contribute most towards the probability of a lead getting converted :

- a) Total Time Spent on Website
- b) Lead Add Form (from Lead Origin)
- c) Welingak Website ( from Last Source)

Total Time Spent on Website	100.000000
Lead Origin_Lead Add Form	69.958628
Lead Source_Welingak Website	56.491443
What is your current occupation_Working Professional	52.049145
Lead Profile_Lateral Student	51.473087
Lead Profile_Potential Lead	30.201515
What matters most to you in choosing a course_Better Career Prospects	23.097181
Lead Source_Olark Chat	22.444905
Specialization_Hospitality Management	-19.415769
Do Not Email	-26.642543
Lead Profile_Student of SomeSchool	-55.394727
dtype: float64	

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:

Again, based on the coefficient values from the screen shot in the question above, 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 Add Form (from Lead Origin)
- b) Welingak Website ( from Lead Source)
- c) Working Professional ( from What is your current occupation)

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.

