

## Lead Score Case Study Subjective Questions

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

**Answer :** Top three variables in the model which contributed most towards the probability of a lead getting converted are :

- 1.Tags\_Closed by Horizon
- 2.Tags\_Lost to EINS
- 3.Tags\_Will revert after reading the email

**Question: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?

**Answer :** Top three categorical/dummy variables are :

- 1.Tags\_Closed by Horizon
- 2.Tags\_Lost to EINS
- 3.Tags\_Will revert after reading the email

**Question: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.

**Answer :** Below inferences were drawn from data and same can be applied on leads who have been predicted as 1 by the model.

1. Location of the customer is Mumbai (India) : conversion rate more than 30%.
2. Lead source being Olark chat -25% , Direct Traffic -30%, Google-40% though these sources contain maximum leads but other sources which less leads like Reference and Welingak have great conversion rate of more than 70%.
3. Leads you spent a lot of time on website can be targeted.
4. Leads last activity being opened the email and SMS sent had good conversion rate.
5. Customer's occupation also plays the important role for conversion as unemployed had the conversion rate of 33% while working professional had 70%.
6. Tags of the leads with conversion rate : revert after reading email :more than 50% , closed by horizon 90% and lost to EINS 90%.

Model form had the accuracy, specificity and sensitivity more than 80% so after model had predicted the lead as 1, above mentioned variables can be checked and then should focus on them.

**Question 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.

**Answers:** In such cases , Customer can be contacted on email or through sms sent as it had the great conversion rate.

Based on business requirement, we can increase and decrease the probability threshold value. But accordingly, our Sensitivity, Accuracy and specificity will change.

*High Sensitivity will ensure that almost all leads who are likely to Convert are correctly predicted whereas high Specificity will ensure that leads that are on the brink of the probability of getting Converted or not are not selected.*