

## Lead Scoring Case Study – Subjective Questions

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# ASSIGNMENT SUBJECTIVE QUESTIONS & ANSWERS

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

**Answer:** These are the top variables that contribute towards the result

- **Lead Origin\_Lead Add Form** (Coeff – 3.09)
- **Lead Source\_Welingak Website** (Coeff – 2.76)
- **What is your current occupation\_Working Professional** (Coeff – 2.53)

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 3 Categorical/Dummy variables to increase probability are:

- **Lead Origin\_Lead Add Form** (Coeff – 3.09)
- **Lead Source\_Welingak Website** (Coeff – 2.76)
- **What is your current occupation\_Working Professional** (Coeff – 2.53)

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:** Phone calls must be done to people if:

- They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly.
- Their last activity is through SMS or through Olark chat conversation
- They are working professionals

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.**

**Answer:** In this condition they need to-

- They need to increase the advertisement on websites, particularly welingak.
- SMS the potential leads.
- Advertise near the areas where large amount of offices are located.