

The case study is more realistic or more happening in in today's sales environment is what we can observe. Like analytical kind of drive helping out in different industries across sectors , analytics has to help the revenue drive and more importantly this modals have to help the sales sector predominantly. identifying a customer who can purchase our product from a pool of customers that are given to us, if given priority to subjective thinking can mislead us in different ways.

For an example if I get a lead where in school of the student is mentioned usually we may think this may or may not be that important but if I am getting a lead where the student is studying in some Delhi public School it becomes an important factor in evaluation of the customers potential. This solves my problem statement in three ways.

One if a customer is studying in a good School we can easily say that when a parent is spending so much money to make his kid study in a good School , he has that affordability to go an extra Mile and give an additional advantage of a product to his kid . so my affordability problem is solved here. We may see a lot of blank spaces in this column but that doesn't mean that we have to impute the column or impute the row rather with whatever the little information we get we can use it for our analysis.

Two, if a student is studying in a very good School then obviously to use my product they need a medium either a laptop or desktop or smartphone. If the student belongs to a good school I can easily make him understand or convince that my product can be accessed only through these devices and most of them have the device. This way not only my product can be accessed easily there but also this generates a kind of interest on how thoroughly my product gets adapted. if the student belongs to a normal or a below par kind of school they may not be having the device from which our product can be accessed and when we get these kind of leads they mostly go into non converted zone because of the customer profiling and hence

though the case study appear to be very easy in a way just you have to predict the converted customers or not converted customers, just you have to give lead scoring based on which company can take a decision on lead quality, it is not that easy.

The reason being the case in any way cannot be considered from the analytical perspective alone rather it has to be considered from the business perspective only to get a successful model implemented on all the variables that are mentioned.

if we are not thinking from the business perspective in this case then we may lose out most of the focus in foregoing the identification of correct variables. for an example we have a lot of missing values given in the data and if we go with an analytical perspective we have only option of imputing or replacing the data rather if we think from the business perspective and the importance of the variable is identified, then we get into an extra Mile of understanding the variable to the grass root level and we can implement the right treatment for that missing variable rather than just moving and dropping the row for dropping the column.

Unless there is business understanding about the case we solve, just model implementation can't be a complete fruitful way of handling problem solving.