Lead Scoring Case Study Subjective Questions

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

   Ans: The top three variables contributing most towards the probability of a lead getting converted are:
   1.Last Activity_SMS Sent
   2.Last Notable Activity_Modified
   3.Tags_Will revert after reading the email

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?

   Ans: The top three categorical variables contributing most towards the probability of a lead getting converted are:
   1.Last Activity_SMS Sent
   2.Last Notable Activity_Modified
   3.Tags_Will revert after reading the email

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.

   Ans: Make phone calls to such people as much as possible:
   - The lead source is from Google, Direct Traffic and Reference. They have high probability of being converted.
   - Last Activity was either "Email Opened" or "SMS Sent" as they have a high chance of being converted.
   - Contact working professional more as they have high conversion rate.
   - The customer is spending more time on the website.

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.

   Ans: To minimize the rate of useless phone calls, avoid calling these people until its extremely necessary:
   - Those who are "Unemployed".
   - Last activity being "Olark chat conversation", "Email bounced".
   These people can rather be contacted through SMS or email rather than making phone calls to reduce the rate of useless calling.