Lead Scoring Case Study
Answers to subjective questions

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

   Ans: Tags, Lead Source, Last Notable activity, Lead Origin are top three variables

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: **Tags_Closed by Horizzon (+**5.6754**);**
   Tags_Will revert after reading the email (+3.3057)
   Lead_Source_Welingak Website (+3.0108**)**

   The above are the top 3 dummy variables to be focused to increase probability of lead conversion.

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: Sales team should focus on the leads who are characterized by the following variables (i.e. the variables which are positively correlated.)

   Tags_Closed by Horizzon(+5.6754**);**
   Tags_Will revert after reading the email(+3.3057)
   Lead_Source_Welingak Website (+3.0108**)**
   Last_Notable_Activity_SMS Sent (+2.1102)
   Last_Notable_Activity_OTHERS (+1.1614)

   The sales team need to persuade/contact the leads represented by the above variables.

Sales team should stop contacting the leads characterized by the following variables (i.e. variables which are negatively correlated.)

Tags Ringing: -4.4398 (Leads who's phone's were switched off)
Tags Already a student: -4.4102
Tags Ringing: -4.2554 (Leads who's phones were ringing but do not pick up call)
Tags Not doing further education: -4.1833
Tags Interested in full time MBA: -3.1390
Tags Interested in other courses: -3.0078
What_is_your_current_occupation_OTHERS: -1.4676
Specialization Travel and Tourism: -1.1729

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 :

1) They must post web ads since people who spend time on the website convert positively
2) Post emails personally since email responses yield favorable results
3) Send sms messages since sms is an important last activity
4) Explore some others categories which have positive conversion
5) Send Web forms to understand why negative leads chose to not attempt the course