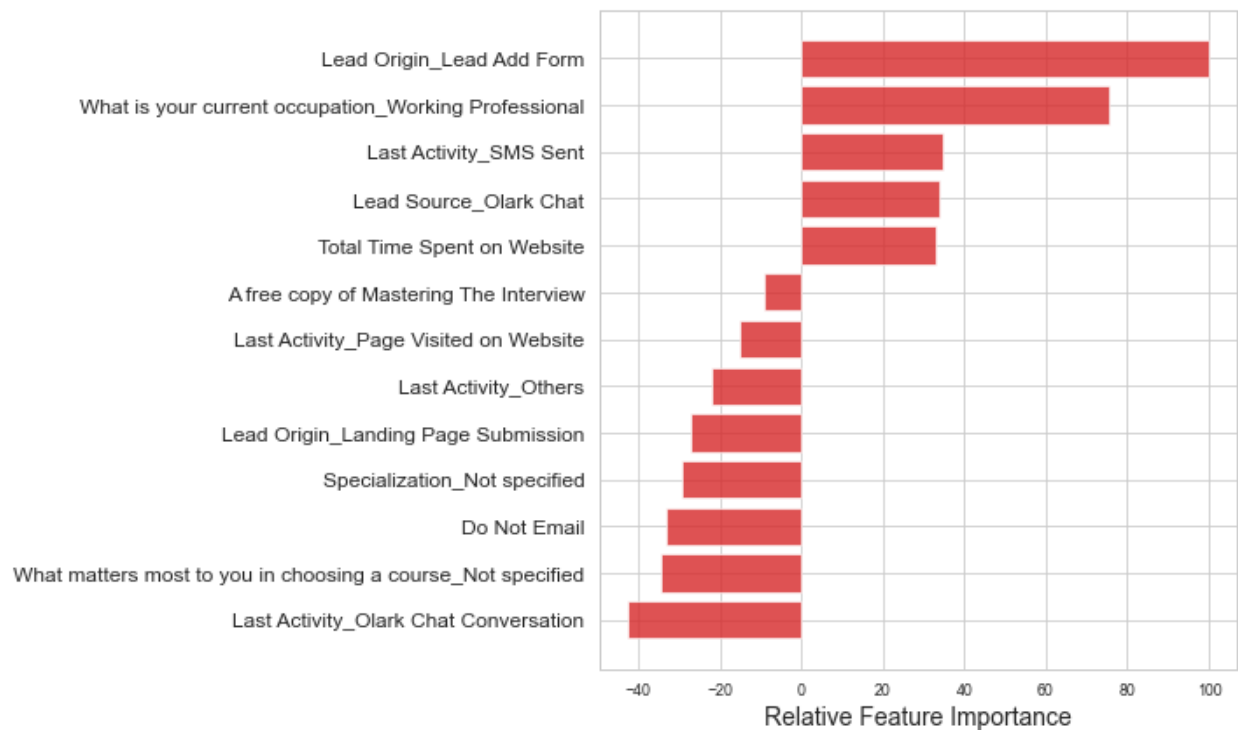


LEAD SCORING KEY NOTES

Sabyasachi Parida

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

Ans: The features used to build the model have been represented below based on their importance in lead conversion as per their coefficient values.



As per the above Model and the resulted diagram, the top 3 variables that contribute most towards the probability of a lead getting converted are:

1. Lead Origin_Lead Add Form
2. What is your current occupation_Working Professional
3. Last Activity_SMS Sent

In other words, Lead origin, Current Occupation, and Last Activity mostly influence the model if they have values as Add form, working professional and SMS sent respectively.

Question 2: What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Ans: The top 3 categorical/dummy variables that contribute the most towards the probability of a lead getting converted are as follows.

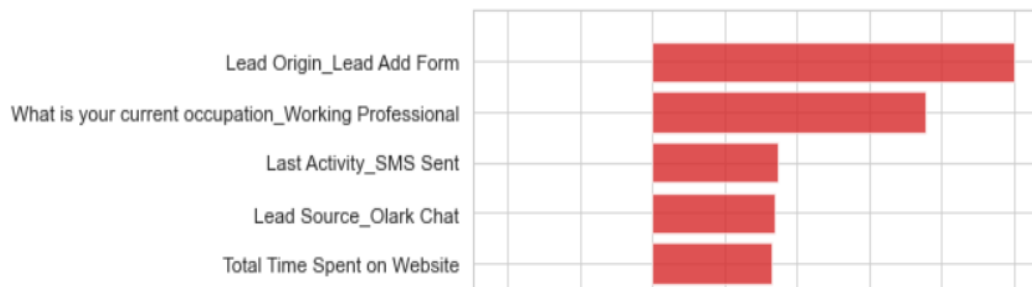
	Variables	Relative coefficient value
0	Lead Origin_Lead Add Form	100.00
1	What is your current occupation_Working Profes...	75.34
2	Last Activity_SMS Sent	34.73

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 take the lead conversion more aggressively. 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: In the model, we have calculated the Lead score.

Lead Score = 100 * ConversionProbability					
LeadID	Converted	Conv_Prob	final_predicted	Lead_Score	
3723	1	0.996777	1	100	
8074	1	0.999177	1	100	
6751	1	0.998422	1	100	
3287	1	0.996777	1	100	
6383	1	0.997942	1	100	
5815	1	0.995705	1	100	
5793	1	0.996777	1	100	
6179	1	0.995098	1	100	
4775	1	0.996777	1	100	
3078	1	0.996777	1	100	
7579	1	0.998550	1	100	
8081	1	0.998049	1	100	
2687	1	0.996777	1	100	
4788	1	0.996777	1	100	
4791	1	0.996777	1	100	

The best strategy would be to contact the leads based on the Lead Score. Also, we can keep a note of the 5 items which influence the Lead conversion positively.



The sales team should contact the Leads if they have originated from the Lead Add form, are working professional, last activity was SMS sent, the Lead source was Olark Chat and the Leads have spent a substantial amount of time on the website.

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 aims 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: Once the company reaches the Target it should go ahead with the next leads based on the Lead scores and should call only if they have originated from the Lead Add form, are working professional, last activity was SMS sent, the Lead source was Olark Chat and the Leads have spent a substantial amount of time on the website as they are the 5 metrics which affect the model Positively.

In other words, They should check the Lead origin first. If that is the Lead add form they can proceed with checking the Current occupation. If they are Working professional they can send them SMS(if that hasn't been sent yet). Only if all the three criteria are met they can go ahead and call.