

## LEAD SCORING CASE STUDY ASSIGNMENT SUBJECTIVE QUESTIONS ANSWER

---

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

**Answer :** Three variables in our model which contribute most towards the probability of a lead getting converted are **Tags** , **Total Time Spent on Website** and **Lead Source** .

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 :** 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 are **Tags\_Closed by Horizzon** , **Tags\_Lost to EINS** and **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.

**Answer :** Target those leads who's **Total Time Spent on Website** is high , and also target customer came in through **recommendations** and who's **Lead Source** is welingak 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.

**Answer :** Do not focus those leads whose occupation type's are 'student' , 'businessman' , 'housewife' and 'other' , also those leads whose tags are 'interest in other course' , 'Ringing' , 'Not specified' ignore these tags .