

## Lead Scoring Assignment Subjective Questions

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

**Ans.** The variables which contribute most towards the probability of a lead getting converted are:

- a. TotalVisits
- b. Total Time Spent On Website
- c. Lead Origin\_Lead Add Form

**Q.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 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

- a. Lead Origin\_Lead Add Form
- b. Last Notable Activity\_Unreachable
- c. Last Activity\_Had a Phone Conversation

**Q.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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

**Ans:** If we want to predict maximum leads correctly then we can lower the optimum threshold value for Conversion probability.

Current value of threshold for Conversion probability is 0.42 as per our model. But if we reduce this value further down in the range of 0.25 to 0.30 (or as per business requirement) then we will get more numbers of people whose prediction will be 'converted' as per model.

Thus, the sales team can reach out to maximum people for offering their courses.

**Q.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:** If we keep the optimum threshold value for Conversion probability very high, we can restrict ourselves to getting extremely important leads whose conversion probability will be very high.  
Current value of threshold for Conversion probability is 0.42 as per our model. But if we increase this value further up in the range of 0.65 to 0.70 (or as per business requirement) then we will get less numbers of people whose prediction will be 'converted' as per model.  
Thus, the sales team will have to reach out to a restricted group of people who are very likely to convert. Simultaneously, the sales team can focus on the other work as well.