

Lead Scoring Case Study Assignment Q&A:

Question1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans1. These are the top three variables that contribute most towards the probability of lead getting converted.

1. Lead Origin_Lead Add Form
2. Tags_Will revert after reading the email
3. Total Time Spent on Website

Question2. 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 2. These are the top three variables categorical/dummy variables.

1. Lead Origin_Lead Add Form
2. Tags_Will revert after reading the email
3. Tags_Ringing

Question3. 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 3. Phone calls must be done to people if:

- They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly.
- Their last activity is through SMS
- They had a phone conversation in last notable activity.
- They are working professionals

Question4. 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 4. As we have our recall score 84%, the true relevant result is better hence the useless phone calls will be less. Follow only the **combination of below variables/categories** to minimize the number of useless phone calls:

1. Lead Origin_Lead Add Form
2. Tags_Will revert after reading the email
3. Total Time Spent on Website
4. Tags_Ringing
5. Last Notable Activity_Had a Phone Conversation
6. What is your current occupation_Working Professional

Check only the hot lead score from 90 to 100 to minimize useless phone calls.