Case Study Partners:
Amith T Umesh & Soubhik Bandhyopadhyay (IIIT-B / DS 26)

Subjective Questions & Answers
Lead Score Case Study

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

   Answer:

   The Top Three variables in our model which contribute most towards the probability of a lead getting converted are as follows: (it is according to our final model statistic summary)

   i) **Tags (Closed by Horizzon / Lost to EINS / Busy / Will revert after reading the email)**

   ii) **Lead Source (Welingak Website)**

   iii) **Last Notable Activity (SMS Sent)**

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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 Three categorical or dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are as follows: (it is according to our final model statistic summary)

   > Dummy Variables

   i) **Tags_Closed by Horizzon**
   ii) **Tags_Lost to EINS**
   iii) **Tags_Will revert after reading the email**

   > Categorical Vaiables

   i) **Last Notable Activity_SMS Sent**
   ii) **Lead Origin_Lead Add Form**
   iii) **Total Time Spent on Website**

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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:

In order to make use of that powerful phase, keeping in mind that to convert all the potential leads to sales needs to be focused on these categories or dummy variables. Because, they have positive probability of converting the leads into sales as per the stats model:
The telephone calls can be made if the potential buyers are:

i)   Those who express that they will revert after looking into the details or reading the email.
ii)   Those who are visiting website source such as Welingak or Olark Chat websites.
iii)   Those whose last notable activity is SMS sent.
iv)   Those who also spend their time on Websites.
v)   Also the origin of lead Add form.

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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:

Our final model statistics summary and predictions also helps us identify those categories or dummy variables where the sales team can avoid making useless calls to following of the case:

i)   If the lead quality is not good or if it is worst in case.
ii)   If the lead quality is not clear or having no relevant information.
iii)   If the phone is often ringing or switched off frequently.

By avoiding these sales team can really focus on the other duties assigned by the management.