

Lead Score Assignment

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

Ans 1: a) **Last Notable Activity_Had a Phone Conversation** : Lead who had a conversation on phone with sales representative

b) **Lead Origin_Lead Add Form** : Lead who filled the form also.

c) **Occupation_Working Professional** : Working professional are the leads who have the probability of getting converted

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: a) **Last Notable Activity**

b) **Occupation**

c) **Total Time Spent on Website**

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.

Ans 3: 1. First strategy will be calling all the Leads who have Conversion probability of more than 0.5 and are Working Professional

2. Second target the Leads having Conversion probability of more than 0.5

3. Third target the leads based on Conversion probability (in between 0.4 and 0.5) and who spend more time on the 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.

Ans 4: Leads who have added the form can be contacted by mail or Depending on the Time spent on the website, the leads can be mailed too.