

Subjective Q-A for 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: Based on the coefficient values from the Final model, the following variables contribute most:

- Lead Source
- What is your current occupation
- Total Time Spent on Website

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: Based on the coefficient values from the Final model, the following dummy variables contribute most:

- Lead Source_Welingak Website
- What is your current occupation_Working Professional
- What is your current occupation_Unemployed

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: As per model established, the cutoff probability of conversion is found as 0.45. So, the people having a cutoff near 0.45, (i.e., 0.4) can be considered as targeted customers.

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: In order to minimize the rate of useless phone calls, the company may contact all the leads which have a conversion probability near 1 and above 0.45. So, the people having a cutoff 0.7,0.8,0.9 can be considered as targeted customers.