# **Lead Scoring Assignment Subjective Question and Answers**

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

Answer: Our top three variables in our model which contribute most towards the probability of a lead getting converted are:

1. What is your current occupation\_Working Professional
2. Lead Origin\_Lead Add Form
3. Lead Source\_Welingak Website
4. **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: Our top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion:

* + 1. What is your current occupation\_Unemployed
    2. Lead Source\_Olark Chat
    3. What is your current occupation\_Student

1. **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: The good strategy that we should employ, is to focus on below variables as they hold a tight grip on leads to get converted:

* + 1. Leads having occupation as ‘Working Professional’
    2. Leads originated from ‘Add Form’
    3. Leads source from ‘Welingak Website’
    4. Leads which are having more ‘Total Time Spent On Website’
    5. Leads from ‘Unemployed’.

Also, we will try not to focus on those variables which are indicating lower the chances to get converted as those will be wastage of time and effort. our goal is to make most of the approached leads to get converted. Below is the list which indicating lower conversion rate:

1. Do Not Email
2. Lead Origin\_Landing Page Submission
3. Specialization\_Not Specified

Before making new call, we should check ‘Lead Score’ related to each row. That will guide more better for Potential of Lead Conversion. Better to approach those leads which are having lead score more than 50 and accordingly we can reduce based on call coverage.

1. **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: Once company reaches its target for quarter, there is no need to make useless call as anyways we have recall around 77%. At this point we can target only those leads which are having high Lead Score ~85% to ~99% . And we can also check the top indicators for lead conversion i.e. ‘Working Professional’,’Lead Origin\_Lead Add Form’ and ‘Lead Source\_Welingak Website’.