Lead Score Case Study Subjective Questions

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

   Lead Source_Welingak Website: 5.17
   Total Time Spent on Website: 4.66
   Lead Source_Reference: 3.22

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?**

   Lead Source, Last Activity, and Last Notable Activity

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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

The cut-off probability has been currently set to 0.3 in order to increase the recall of conversions. To make lead conversion even more aggressive, the threshold for the model can be further reduced to 0.2 and interns can call the additional leads for whom the probability is between 0.2 and 0.3 so that interns are not directly handling leads that are significantly high in potential.

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.**

If the company wants to make calls that are "extremely necessary", the probability of conversion must be very high in this case. Therefore, we will have to increase the cut-off probability of the model. Although, it must be noted that the recall of the model will decrease in this case and the company could miss out on potential conversions.