Lead Score Subjective Questions

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans: The top three variables are:

1. Lead Origin
2. Last Activity
3. Total Time Spent on Website

Q2. 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: The top three categorical/dummy variables are:

1. Lead Add Form
2. SMS Sent
3. API

Q3. 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: Here the company is aggressively focusing on the conversion rate, so the interns should more focus on the leads who satisfies following criterias:

1. The total time spent by the leads on the website should be high. Higher the time a lead spends on the site, more is its probability of conversion.
2. Leads originated from the API or by filling lead add form should be given preference.
3. The leads with last activity as SMS sent
4. All those who have Specialization in Marketing Management or Operations Management.

Q4. 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: Here the company wants to minimize the rate of useless phone calls, so the intern should avoid calls to those leads who have less chances of conversion or we can say their coefficients are negative. Following cases will fall under that:

1. Leads having last activity as converted to lead, i.e., if they are already converted to lead should obviously not be called at all.
2. The leads who are visiting more pages on the website.
3. They should avoid phone calls to those who have lower total time spent on the website.