

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?

Ans. Lead origin, occupation and what matters most to you in choosing the course are top 3 most contributing variables according to us.

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. 'What matters most to you in choosing a course_better career prospects' , 'Lead Origin_lead add form', 'Country_Not specified' 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

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. The sales should mainly focus on the leads which are looking for a career transition and also on the leads who has a occupation under the category of working professionals as they are the top most reasons to choose a online course. The team can also focus on the factors given ahead:

'What matters most to you in choosing a course_better career prospects',

1. 'What is your current occupation_working professional',
 2. 'Total Time Spent on Website'
 3. 'Lead Source_welingak website'
 4. 'Last Activity_sms sent'
 5. 'Country_Not specified'
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. The sales should avoid those leads which have:

- Who has marked Do Not Email as yes
- Last Notable Activity_unreachable
- What is your current occupation_Other
- What is your current occupation_housewife
- Lead Source_pay per click ads

The sales should avoid going for these leads as they can be proven negative.

They should only go for the leads which have a positive coeff and whose values are predicted to be 1.