

Lead Scoring Case Study

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

Observation: The top three variables according to my model are:

- Total Visits,
- Total Time Spent on Website,
- Lead Origin_Lead Add Form

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?

Observation:

- Lead Origin_Lead Add Form
- Lead Source_Olark Chat
- Lead Source_Welingak Website

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.

Observation: Some good strategies that can be employed are:

- (i) By focussing on the 'TotalVisits' and 'Total Time Spent on Website' feature variables. As this will let us know the people who are actually are frequently visisting the sit and spending time.
- (ii) We need to focus much on working professionals. Students can also be considered.
- (iii) Also, by looking at the Lead Origin through Add Forms.

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.

Observation: Some of the strategies that we can follow are:

- (i) If occupation is housewife and unemployed then we can ignore that.
- (ii) Targets visiting the site very less and for very less time.s