

LEAD SCORING CASE STUDY

Assignment Based Subjective Questions.

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

Answer:

The top three variables which contribute most towards probability of a lead getting converted as mentioned below:

- a. Lead Origin
 - The origin identifier with which the customer was identified to be a lead. Includes API, Landing Page Submission, etc.”
- b. Lead Source
 - The source of the lead. Includes Google, Organic Search, Olark Chat, etc.
- c. What is your current occupation
 - Indicates whether the customer is a student, unemployed or employed.

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?

Answer:

The top three dummy variables in the model which should be focused the most in order to increase the probability of leaf conversion as mentioned below:

- a. Lead Origin_Lead Add Form
 - The customers which have origin as “Lead Add Form”
- b. Lead Source_Welingak Website
 - The customers which have source as “Welingak Website”
- c. What is your current occupation_Working Professional
 - The customers which have current occupation as “Working Professional”

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.

Answer:

Based on our model evaluation results we know that the top customers which are potentially converts are the customers which have origin as “Lead Add Form”, source as “Welingak Website” and current occupation as “Working Professional”.

In addition to the top three there are other categories of customers who are spending some time on the platform.

A good strategy to convert maximum leads would be to form focused groups of 2 interns each into 5 such groups. These sub-groups can be used to keep the tab on variables that shows good result for lead conversion. One group can take care of leads who has origin as "Lead Add Form" another group can be focused on the leads which have source as "Welingak Website" and other group can focused on "Working Professionals".

Another group can be focused on the leads who has ranks lower in potential conversion probability. Since we have all required resources these can be used to engage with all the predicted leads as suggested by the model.

This type of focused teams will help in better communication with the target audience and it will increase the chances of conversion.

X Education needs to use other teams on:

- Reach out to larger audience and Focus on potential one
- Advertise their course offline and online every means possible
- Reach out to these customers by every possible means and present your course offer in such way which make them convince to purchase the course
- Discount on offered course would be good in that time to get more customers.

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.

Answer:

At this cool down time X-education needs to use below strategy:

- 'Focus on Small but potential audience'
- Reach out those customers who are having high chances of buying the courses among the potential leads.
- Also, our model has high Specificity and high Specificity implies that our model will correctly identify almost all leads who are not likely to convert. It will do that at the cost of losing out some low Conversion rate risky leads to the competition, i.e. it will misclassify some Conversion cases as non-Conversions. Therefore, since X Education has already reached its target for a quarter and doesn't want to make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls, we can choose a higher threshold value for Conversion Probability. This will ensure the Specificity rating is very high, which in turn will make sure almost all leads who are on the brink of the probability of getting Converted or not are not selected. As a result, the agents won't have to make unnecessary phone calls and can focus on some new work.