

## **Lead Scoring Subjective Questions and Answers**

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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?**

1. Total Time Spent on Website
2. Lead Origin\_lead add form
3. Last Activity\_had a phone conversation

**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?**

1. Lead Origin\_lead add form
2. Last Activity\_had a phone conversation
3. What is your current occupation\_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:

	coef
const	-2.1631
TotalVisits	2.1493
Total Time Spent on Website	4.6187
Lead Origin_lead add form	4.1828
Lead Source_olark chat	1.4825
Do Not Email_yes	-1.4430
Last Activity_converted to lead	-1.0070
Last Activity_had a phone conversation	3.0894
Last Activity_olark chat conversation	-1.4940
What is your current occupation_not provided	-1.2895
What is your current occupation_working professional	2.4105
Last Notable Activity_sms sent	1.4569
Last Notable Activity_unreachable	1.4961

In the given scenario X Education should try to convert even the least possible lead into a successful conversion. Hence, they need to concentrate all the leads with a favorable values for the below set of variables which are the most positively contributing factors for a successful lead.

1. *Total Time Spent on Website*
2. *Lead Origin\_lead add form*
3. *Last Activity\_had a phone conversation*
4. *What is your current occupation\_working professional*
5. *TotalVisits*
6. *Last Notable Activity\_unreachable*

7. *Lead Source\_olark chat*

8. *Last Notable Activity\_sms sent*

At the same time, X Education should try to avoid the leads which are having the below set of variables having favorable values.

1. *Last Activity\_olark chat conversation*
2. *Do Not Email\_yes*
3. *What is your current occupation\_not provided*
4. *Last Activity\_converted to lead*

X Education should avoid calling a lead if one's *Last Activity was Olark\_ Chat conversation* – This variable indicates that this lead is less likely to be successful.

if one indicates *Do not email* – This is another cue that this person is less interested in this program.

If one's *occupation is not provided* – This flag provides an indication that this lead would be a failed conversion.

Finally, if the *last activity was converted to a Lead* - There is very less possibility that the same person would enroll for another program with X-Education. Two programs at the same time are highly unlikely.

Also, since we have selected 0.34 as the optimal cut off in our model, X Education should consider calling all the leads having a Lead Score of 34 or above for maximum lead conversion. Also avoid calling any leads below score 34 as they are less likely to opt for any program.

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. During this time, the company's focus is not to make phone calls unless it's extremely necessary, i.e., they want to minimize the rate of random phone calls. Suggest a strategy they should employ at this stage.

**Answer:**

At this stage, instead of making phone calls, X education can focus on email communications or SMS to all the leads who are having a Lead Score of 34 and above. Also, they can still make phone calls to individuals having a Lead Score of 90 or above since those are the most potential lead who are most probable to convert.

Another strategy is to selectively call people who have spent more time on X Education's Website or who have filled up a form or who are working professionals – These are the category of people who are most likely to opt for the program as suggested by the model.

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