Lead Scoring Case Study – Subjective Answers

Question 1: Top Variables Influencing Lead Conversion

Answer:

Based on the logistic regression model coefficients and correlation analysis, the most important variables influencing lead conversion are:

1. **Total Time Spent on Website**
    Leads spending more time on the website show significantly higher conversion probability, indicating strong interest and intent.

2. **Lead Source**
    Certain lead sources, such as Google Search and Direct Traffic, generate higher quality leads compared to other sources.

3. **Last Activity**
    Recent engagement activities like email opened, SMS sent, or page visited positively impact conversion likelihood.

Question 2: Important Categorical Variables

Answer:

The most influential categorical variables identified through model coefficients are:

1. **Lead Origin**
    Leads originating from Lead Add Forms or Landing Pages tend to convert more than API-generated leads.

2. **Current Occupation**
    Working professionals show a higher conversion rate compared to students or unemployed leads.

3. **Specialization**
    Career-oriented specializations have higher conversion probabilities, reflecting clearer intent.

Question 3: Aggressive Conversion Strategy

Answer:

During periods of high calling capacity, X Education should lower the decision threshold of the lead scoring model to maximize recall. This allows the sales team to contact as many potential converting leads as possible, ensuring that most genuine conversion opportunities are not missed.

Question 4: Conservative Calling Strategy

Answer:

When quarterly targets are already met, X Education should increase the decision threshold of the lead scoring model to maximize precision. This ensures that the sales team contacts only high-confidence leads, thereby minimizing unnecessary calls and allowing the team to focus on other important work.