

Lead Scoring Test Study

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Lead Source_Welingak Website
 - Lead Source_Reference
 - What is your current occupation_Working Professional

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?
 - Lead Source
 - What is your current occupation
 - Last Activity

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.
 - X Education can focus more on converting leads coming through lead sources like "Welingak Websites" & "Reference".
 - Use lead score for targeting leads and start from highest(100) to less,
 - There is a high chance that working professionals will opt for courses, so they can target more on such leads.
 - Based on the last activity the company can decide whom to connect to, like if SMS is sent.
 - There is a high chance that if the user is visiting a website multiple times or spending more time on the website then he is interested. So few interns can target such a leads

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.
 - Do not focus on unemployed leads. They might not have a budget to spend on the course.
 - Do not concentrate on students because they are currently studying and would be unwilling to enroll in a course intended specifically for working professionals so early in their tenure