

LEAD SCORING CASE STUDY

Assignment Subject Questions and Answers

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

ANS. The top three variables in my lead scoring model which contribute most towards the probability of a lead getting converted are:

- Lead source_welingak website
 - Lead origin_Lead Add Form
 - What is your current occupation_working professional
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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?

ANS. 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 are:

- Lead Source_Olark Chat
 - Lead Origin_Landing Page Submission
 - Last Activity_Sms Sent
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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.

ANS. At this stage, interns should follow these strategies:

- They should do phone calls to all the potential leads who are continuously visiting the websites and spending time on websites, searching for the courses.
 - They should keep an eye on the lead enquiry form submissions and quickly call them giving more insights about the course and other career related information.
 - Interns should highlight points keeping that in mind the leads may compare the X education with some other competitors in the market.
 - They should check the educational background of the leads and should focus more on those who are unemployed seeking job opportunities and working professionals who wants to upskill themselves for better job roles or career change.
 - Regular followup, giving proper counselling sessions on call or video calls.
 - Making websites more interesting, interactive and informative.
 - Arranging free informative career webinars for the aspirants which helps them in course selection.
 - Arranging free topicwise webinars so that they can check teaching quality and do some self analysis which motivates them to join the course.
 - Offering some discounts on courses especially to those who cannot afford high fees or offering scholarship discounts to the talented candidates.
 - Interns can reach out to existing students for referrals.
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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.

ANS. As during this time, company's aim is to reduce the rate of useless phone calls.

The strategies they should employ at this stage are:

- Alternative of phone calls are SMS and emails. They can send informative messages and mails. Calls can only be done who reply back on those messages and mails or raise any queries.
- Interns should only call hot leads who have shown some interest and not to call every lead.

- They should do maximum 3 follow up calls even on hot leads not more than that.
- They can also use social media platforms.