

Lead Scoring Case Study

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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. 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?
 1. Lead Origin - Lead Add Form
 2. What is your current occupation - Working Professional
 3. Lead Origin - Lead Import
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: The X company interns should focus on following kind of Leads to get most of the leads as buying customers,

- Spending more time on website
- Working professionals
- Leads coming through - Reference or welinkak website
- Leads whose last activity is – SMS and Email communication
- Leads whose origin is either 'Lead Add Form' or 'Lead Import
- The X company can also focus on leads whose number of visits to website is higher.

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: The X company can focus more on SMS and Email communication instead of calling them personally.

The X company should not focus on following kind of Leads because it may cost time and effort without any potential lead conversion.

- Leads who prefer 'Do not Email' and 'DO not Call'
- Unemployed and Student leads
- Leads whose last activity was "Olark Chat Conversation"