

Lead Scoring Assignment - Answering Business Queries

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

The top three variables identified through feature importance analysis are:

- Total Time Spent on Website : The most significant factor in determining lead conversion. Higher engagement on the website indicates stronger interest.
- Tags : Specific tags assigned by sales representatives help segment hot leads effectively.
- What is your current occupation : Certain job roles have a higher likelihood of converting, indicating a strong correlation between profession and intent.

2. What are the top three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

The top three categorical variables that significantly influence lead conversion are:

- Tags : Tags indicating lead segmentation (e.g., 'Will revert after reading email', 'Ringing') strongly impact conversion probability.
- Lead Source : The channel through which a lead comes (Google, Direct Traffic, Reference) influences conversion rates. Investing more in high-performing channels can improve conversion.
- Last Activity : Actions taken by the lead (e.g., 'SMS Sent', 'Email Opened') indicate engagement and impact the probability of conversion.

3. Strategy for aggressive lead conversion phase (intern hiring period):

- Prioritize Leads Based on Website Engagement : Leads with the highest total time spent on the website should be contacted first.
- Leverage Automated Outreach : Use SMS/email automation for the initial contact to filter interested leads before making phone calls.
- Dynamic Lead Allocation : Assign the highest potential leads to interns, while experienced sales representatives handle final conversions.
- Batch Processing for Call Efficiency : Group leads into batches based on their probability of conversion, allowing interns to work through structured lists efficiently.

4. Strategy for minimizing unnecessary calls when targets are met early:

- Set a Probability Threshold : Only contact leads with a predicted conversion probability of 85% or higher .
- Focus on High-Quality Leads : Shift attention towards nurturing long-term prospects rather than quick conversions.
- Automate Low-Priority Outreach : Instead of making calls, engage low-probability leads through emails, newsletters, or drip campaigns.
- Optimize Team Resources : Redirect sales efforts to new initiatives such as upselling existing customers or refining marketing campaigns.