

Lead Scoring Case Study – Duaranne Everett

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

Ans. 1

- **Total Visits:** Positive Influence

There's a positive correlation between the number of visits to your platform and the likelihood of a lead converting into a customer. In other words, the more a lead visits your site, the higher the chance of conversion.

- **Total Time Spent on Website:** Positive Influence

The amount of time a lead spends on your website is another positive indicator. Leads who engage with your content for longer periods are more likely to convert. It's a good idea for your sales team to prioritize these leads for outreach.

- **Lead Source:**

It is the important feature which should be in focus.

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. 2

- Lead Origin_Lead Add Form
- Lead Source_Olark Chat
- Last Activity_Had a Phone Conversation

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. 3

- Making a model by considering various points that required for model like Time spent on site, total visits, leads reference, etc.
 - Providing the interns with a ready model.
 - Sending SMS and make calls repetitively.
 - Try to get more familiar with them, discussing their problem, background, looking into their financial condition.
 - Prove to them that this platform/course will help them building their career.
 - Finally convert them
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. 4

- **Do not focus on unemployed leads.** They might not have a budget to spend on the course.
- **Do not focus on students,** since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure