

Lead Scoring Assignment

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

Answer: The top three variables in our model which contribute most towards the probability of a lead getting converted are:

1. Lead Origin_Landing Page Submission
2. Tags_Will revert after reading the email
3. Lead Origin_Lead Add Form

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?

Answer: The top 3 Categorical/Dummy variables in the model which should be focused most on in order to increase the probability of lead conversion are:

1. Lead Origin_Landing Page Submission
2. Tags_Will revert after reading the email
3. Lead Origin_Lead Add Form

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.

Answer: The phone call must be aggressive to the people where there will be a sure shot closure to maximize the spend on the interns. So the calls should be going to these following kind of leads:

- The lead is generated through submission from landing page. It means the customer have knowingly looking for a course. So it will be easy close.
- The lead which where the organization have mailed the details to customer and the customer is yet to check the mail. So the call should be made to those customers to generate the need of reading of the mail sent by the organization.
- The leads which are generated through lead add forms. These type of customers are less, but the conversion rate is very high. So the organization just needs to touch these customers to get the deal closed.
- The call can also be made to those customers to whom the organization have sent the SMS, to those people who recently visited the website also to those people who have spent good amount of time spent in the site. If the interns can influence these customers through the landing page submission or Lead Origin Stage then these leads can also get converted.

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.

Answer: The Company can use the tools like sending emails, SMS. They can also initiate Olark Chat Conversation with the leads to generate the leads without spending anything on phone calls and manpower like interns