

Lead Score Assignment

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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?**

Lead Origin with Add form
Lead Source
Occupation like working professional
Time spent on website.

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?**

Lead Origin with Add from -
Last activity where SMS was sent.
Lead Source with welingak Website -

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.**

The company should make calls to:

- working professional
- whose last activity is shown as SMS sent
- Origin is Add Form
- who spent more time on websites
- who use welingak website.

The Company should not make calls to save time and efforts:-

- Who do not have email
- Who did not mention any specialization – maybe these people are illiterate or students.
- Lead origin is Landing page submission

- 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.**

During this time the company, can ask its team to created automated emails and SMS. This will help customers to read and go through course details. It is known that people who read emails and revert are more likely to get converted or buy the course.