

Lead Scoring Case Study

Assignment Based Subjective Questions

Ques1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Solution 1:

Among the contributing factors, these stand out as the foremost variables influencing the outcome:

- Total Time Spent on Website
- Total Visits
- Lead Source with Elements Google

Ques2. 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?

Solution 2:

The three most influential categorical/dummy variables for boosting the probability are:

- Lead Source with Elements Google
- Lead Source with Elements Direct Traffic
- Lead Source with Elements Organic Search

Ques3. 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.

Solution 3:

Phone calls should be initiated with individuals under the following circumstances:

- They invest significant time on the website, which can be achieved by creating an engaging and captivating website experience, ultimately enticing them to return.
- They exhibit a consistent pattern of returning to the website.
- Their most recent interaction occurs either via SMS or within an Olark chat conversation.
- They are employed in their respective professions.

Ques4. 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.

Solution 4:

In this scenario, they should prioritize alternative methods such as automated emails and SMS for communication. Phone calls should be reserved for emergency situations. The mentioned strategy can still be employed, but it's most effective for customers with a high likelihood of course purchase.

