Lead Scoring Case Study - Subjective Questions

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

- Total Time spent on website
  - ➢ It has a positive contribution.
  - ➢ Longer the time spent by a visitor on the website, the more chances of it converting into a customer.
  - ➢ Sales team should focus more on such visitors.

- Current Occupation-Working Professional
  - ➢ It has a positive contribution.
  - ➢ Since this course is specially designed for working professionals, so more chances of people whose current occupation is working professional have more chances of conversion.
  - ➢ So sales team should focus more on working professionals.

- Lead Origin-Lead Add Form
  - ➢ It has a positive contribution.
  - ➢ Lead-add form help to generate lead by letting people submit their information in a form directly in ad.
  - ➢ Those people who are submitting their information must be interested in the course, so more chances of lead getting converted into customer. So sales team should focus on such leads.

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 as lead-add form - Those people who are submitting their information must be interested in the course, so more probability of lead conversion.

- Current occupation as working professional - Since this course is specially designed for working professionals, so more chances of people whose current occupation as working professional have more chances of conversion.

- Last notable activity as SMS sent and others – Lead whose activity noticed are these has updates regarding the course, which can in turn increase chances of conversion.

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.**

- Target lead on the basis of Total time spent on Website, as visitors who are spending more time on website are more interested in the course that's why they are exploring different options available on website about the course and its details. So sales team should focus on such leads as they are more chances of conversion into paid customer for the course.

- Sales team should contact lead whose current occupation is working professional. Since this course is specially designed for working professionals and there might be some professionals looking for such course to upgrade their skills or profile. Also this course suits best for such working professional as being an online course they can easily manage their work along with the online course.

- Target lead where lead origin is lead add form, as Lead-add form help to generate lead by letting people submit their information in a form directly in ad. Those people who are submitting their information must be interested in the course, so more chances of lead getting converted into customer. So sales team should focus on such leads.

- Sales team should also try to contact visitors on the basis of Total Visits. As more visits clearly indicates that the person is interested in the course that's why visits website several times for getting complete knowledge about the course. So, Sales team can help them by providing complete insights about the course which can help them to make a decision on joining the course.

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.**

  - Sales team should not try to contact those leads who have opted for Do Not Email. As it clearly indicates that they are not interested in course and do not want any type of information regarding the courses.

- Sales team should not try contacting unemployed lead and students as there might be very less chances of their conversion into an online professional courses. Reason can be budget issue or already doing some other course.

- Instead in this condition they can opt for some other methods like SMS or automated emails. This way calling won't be required unless necessary. And sales team can focus on some other Productive work.