

Lead Scoring Subjective Questions

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

The top 3 variables that contribute the most are

- Lead Source_Welingak Website - 3.3256
- Lead Origin_Lead Add Form - 3.1132
- Lead Profile_Lateral Student - 2.6936

- 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?**

The top 3 categorical/dummy variables in the model that should be focused to increase the probability of lead conversion are,

- Do Not Email
- Total Time Spent on Website
- 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.**

To convert all the potential leads as hot leads, we can call the leads

- If they spend a lot of time on the website
- If the Lead Origin is Lead Add Form
- If the Lead Source is Olark Chat and Welingak Website
- If the last activity is SMS sent
- If the current occupation is Working Professional
- If their Lead Profile is Lateral Student or Potential Lead.

- 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.**

For this kind of situation, the company can send e-mails and messages through apps like Whatsapp or Telegram. We can call the person when it is very important to provide some information regarding the course. Sometimes, they can call the customer if any guidance is required regarding the course plans. If this strategy is used, then there is a high chance of the customers to buy a course.