

Lead Score Case study subjective Question and Answers

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

The top three variables are:

1. Total Time Spent on Website
2. What is your current occupation_Working Professional
3. Lead Source_Welingak 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?

1. Lead Source_Welingak Website
2. What is your current occupation_Working Professional
3. Tags_Closed by Horizzon
4. Last Activity_SMS Sent

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 strategy to convert all potential lead to converted is that , sales team can focus more on below Features(with positive coefficient) :

1. Lead Source_Welingak Website
2. What is your current occupation_Working Professional
3. Tags_Closed by Horizzon
4. Total Time Spent on Website

For example, make phone calls to a lead, they spent more time on website and lead with Lead Source_Welingak Website

And not give more importance to below features(with negative coefficient):

1. Lead Origin_Landing Page Submission
2. Last Notable Activity_Email Clicked
3. Last Notable Activity_Olak Chat Conversation
4. Last Notable Activity_Modified

Because these negatively correlated to target variable. And our aim is to increase the sale.

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.
 1. Provide auto response email or SMS to be sent to the potential lead with more chance of conversion.
 2. Maintain the webpage in such a way that people should spent more time on the page
 3. To attract more working professional (working people have more conversion rate) arrange classes accordingly.