Lead Scoring Case Study

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

- **Last Activity_Had a Phone Conversation with p value** 0.217
  Last activity is a phone conversation meaning the lead may be interested in the course

- **Last Notable Activity_Had a Phone Conversation p value** 0.054
  Again last notable activity has been phone call, this again indicates that the lead is interested in the course

- **Last Activity_Resubscribed to emails p value** 0.027
  The lead has resubscribed to the emails. This is definitely a strong point as they might have changed the thought and resubscribed to get more info

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?

- Last Activity_Resubscribed to emails   0.809135
- Lead Origin_Lead Add Form   0.520396
- Occupation_Working Professional   0.318921

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.

   - Focus more on the leads who have resubscribed to the emails
   - Target working professionals as courses are industry based meant for industry professionals
   - Do not contact 'Do Not Email' leads as there are least or no chances of conversion
   - Contact the leads who spend a lot of time on the X-education website

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.

   - Do not contact 'Do not Email' leads as it is just a waste of time
   - Do not entertain chat equirires ie. Last Activity_Olark Chat Conversation - 0.078582