

Lead Scoring Case Study Jan 2022

Assignment 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 three variables that contribute towards the result as per the model are as follows:

- Total Time Spent on Website
- Total Visits
- Lead Source with Direct Traffic.

- 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 three categorical/dummy variables in the model that contributes towards the increase in the probability of lead conversion are:

- Lead Source with Direct Traffic
- Lead Source with Organic search
- Lead Source with Referral sites

- 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.**

- It is recommended to make website more interactive in order to ensure customers spend more time to convert. It is observed that leads spending more time on website are at higher chances of conversion.
- Advertisements to be increased for visitors in order to ensure they engage in website more time, more likely to convert as average visit time for both converted and non-converted are same.
- Average number of pages on the website viewed during the visits is very less for the converted as well as non-converted, it is advised to minimize the pages and increase effective content on home page.
- Source for the leads to look after are Direct traffic, organic search and referral sites, which has higher probability as per model to enroll the customer.
- Next, Phone conversation, Olark chat conversation, SMS sent are notable amongst the last activities which can possibly lead to conversion of customer to enroll into course.
- Last but not the least, Customers who are working professionals are the hot leads for enrolling into 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.**

It is highly recommended to follow-up the customers whose last connection was made through SMS Sent, Olark Chat and Phone conversation. Instead of randomly picking up calls, the sales team can focus on Working professionals and follow the leads such as direct traffic, organic search and referred through sites.