Case Study – Leads Scoring

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:
       - Positive contribution
       - The longer a visitor stays on a website, the more likely it is that they will become a customer.
       - Sales team should focus on such leads.

   - Lead Source_Reference:
       - Positive contribution
       - Since referrals not only offer cashbacks but also assurances from current customers and friends who are likely to be trusted, there is a better chance that the lead will convert if it comes from a reference. Sales teams should concentrate on leads like these.

   - What is your current occupation_Student ?
       - Negative contribution
       - If the lead is already enrolled, it is likely that they won't join up for another course meant for working professionals.
       - Sales team should not 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?**
   a. Lead Source_Reference
   b. Lead Source_Social media
   c. Lead Source_Olark Chat
   d. It appears that the Lead Source is crucial in scouting for leads with a greater possibility of converting.

3. **X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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.**

   a. Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
   b. Target leads who return to the site (Page Views Per Visit). However, they may be returning to compare courses from other sites, as evidenced by the high number of visits. As a result, interns should be more proactive and ensure that competitive points where X-Education is superior are stringently highlighted.
   c. Target leads that have come through References as they have a higher probability of converting.
   d. Students can be contacted, but owing to the course's industrial focus, they have a decreased likelihood of converting. However, this might be a motivating element to guarantee that they are industry ready by the time they finish their school.

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 focus on unemployed leads. They might not have a budget to spend on the course.

- Do not concentrate on students because they are currently studying and would be unwilling to enroll in a course intended specifically for working professionals so early in their tenure.