

Lead Scoring Case Study Subjective Questions

Team members -Malini S, Ricky Samuel, Sumit Tiwari

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 in the model that contribute most toward the probability of a lead getting converted are

- I. **Lead Origin**
- II. **Last Activity**
- III. **current_occupation**

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 variables in the model that should be focused the most in order to increase the probability of lead conversion are:

- I. **Lead Origin_Lead Add Form**
- II. **Last Activity_Had a Phone Conversation**
- III. **current_occupation_Working Professional**

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.

- **Effective phone conversations can give hope to customers and might be converted into leads**
- **The company should make the customers in such a way when they enter the website, all the necessary and relevant information are to be provided. When they provide better information, it might end in leads**
- **The team should target working professionals so that those who enrolled in the recognized certified course, have a higher chance of improving their designation with a good salary**
- **Sending SMS/E-mail might turn into leads.**

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.

- **Sending E-mails (Automated) or SMS or course information through WhatsApp**

- **Conducting Seminars/Workshops/Hands-on training regarding the course would result in enrolling the course in student-level**
- **Scholarship to be awarded to the student who enrolls in the course**
- **Free seminars on digital platforms to be encouraged**
- **Marketing and advertisement in social media to be performed**