

Lead Scoring Case Study Subjective Questions

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

Ans: According to our analysis these three variables were most contributing:

- Lead Source_Welingak Website: 4.9341
- What is your current occupation_Working Professional: 2.6840
- Lead Source_Reference: 2.5365

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?

Ans: These three dummy categorical variables are important for lead generation:

- Lead Source_Welingak Website: 4.9341
We should focus on lead source Welingak website in terms of advertising and other promotional things to increase the lead count.
- What is your current occupation_Working Professional: 2.6840
If person's current profile is working than there are more chances of lead getting converted so we can provide more incentives to convert the leads.
- Lead Source_Reference: 2.5365
We should provide discounts to the enrollees for referring more people to the website and purchase the course.

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.

Ans: For aggressive lead conversion during intern hiring period, X education can deploy the following strategy:

- Focus on leads with the potential of high conversion rate. Leads with following sources are likely to be converted faster:
 - Lead Source_Welingak Website: 4.9341
 - What is your current occupation_Working Professional: 2.6840
 - Lead Source_Reference: 2.5365
- Thus, the sales team should focus more on the leads generated from these sources. Leads who have been sent SMS and Olark chat and have seen the messages are also more likely to be converted.
- Total time spent on the website is also an important factor. It shows the leads interest in the company and purchasing the course.

- The team can also see some more factors like if lead origin is landing page submission, last activity is converted to lead, or specialization is Hospitality management.

In essence the company should more focus on these factors during intern hiring so that there leads conversion rate does not fall off.

- 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.**

Ans: To minimize the rate of unnecessary phone calls when the company reaches its target for a quarter before the deadline, the sales team can deploy the following strategy:

- They can focus more on personalized SMS, Emails.
- Share the monthly or weekly news letters.
- Sending the automated SMS to the customers that have very good likelihood of getting converted.
- Can collaborate with the sales, management, and data scientist team so that they can gather feedback and a model which will help them finding the most convertible lead.
- They can connect with most potential customers via chatbot, Emails, and SMS.
- We can also gather some information from our previous customers and improve the model on that.