

Lead Scoring Case Study

Assignment Subjective Question

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

Ans: ☐ Tags_Will revert after reading the email → 2.9394
☐ Tags_Lost to EINS → 5.0213
☐ Tags_Closed by Horizon → 5.8192

Q: 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: ☐ Tags_Closed by Horizzon → 5.8192
☐ Tags_Lost to EINS → 5.0213
☐ Tags_Will revert after reading the email → 2.9394

Q: 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: To maximize recall, lower the lead score threshold to include more potential leads.

Key Actions:

- Prioritize High-Impact Tags: Focus on leads with “Will revert after reading the email”, “Lost to EINS”, and “Closed by Horizzon”, as they have high conversion potential.
 - Increase Call Outreach: Contact all leads classified as 1 (high potential) by the model.
 - Use Multichannel Approach: Combine calls, SMS, and emails to maximize engagement.
 - Optimize Intern Allocation: Assign interns to specific lead categories based on priority.
- ◆ Outcome: Higher recall and increased conversion rate during the intern phase.

Q: 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 maximize specificity, increase the lead score threshold to reduce unnecessary calls.

Key Actions:

- Raise Lead Score Cutoff: A lead score of 75+ ensures only high-probability leads are contacted.
 - Prioritize High-Impact Tags: Contact only leads with "Closed by Horizzon", "Will revert after reading email", and recently engaged leads.
 - Use Alternative Engagement Methods: Instead of calls, focus on email follow-ups, WhatsApp reminders, and CRM-based tracking.
 - Optimize Sales Team Efforts: Utilize extra bandwidth for data analysis and lead scoring improvements.
- ♦ Outcome: Fewer unnecessary calls, improved efficiency, and better lead management.