Leading Scoring Case Study

Team Members: Nawaz Muhammad , Suresh Gopi , Binkal Shah

Subjective Questions:

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
Answer:
Following are top three variables which contribute the most
- Lead Source
- Last Activity
- Current Occupation

These variables has higher coefficient in total as compared to any other variables in the final model 4.

---

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?
Answer:
Following are the top 3 categorical/dummy variables:
- Lead Source_Welingak Website
- Lead Source_Reference
- 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.
Answer:
Should employ following strategy
- Since Lead Source_Reference is one of the top contributor. A call between potential lead and someone who has completed a course can be arranged.
- More efforts should be targeted towards leads from Working Professionals
- Hospitality Management should not be promoted as specialization
- Olark Chat has positive correlation when it comes to Lead generation, however Olark Chat Conversation has negative impact. Hence, the conversation experience of potential lead should be improved.

---

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.

Answer:
The company should employ following strategy
- Increase targeted advertise on Welingak Website
- Send emails and messages with option to express interest.
- Engage with major companies to explore possibility of getting in to contract as learning partner.
- Referral reward program may be rolled out.

Thank You