

Lead_scoring Questions/Answers

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

Ans:-

- 1) Total time spent on website - Those who spent more time on the website has high probability to be converted as they must be interested and are confused so sales team should focus more on them.
- 2) Source Reference - There is high probability that a lead getting from reference would convert as referrals not only provide for cashbacks but also assurances from current users and friends.
- 3) Occupation Professional – Working professionals are most likely to purchase the course as they are financially fit and if they are interested they won't think twice so sales team should focus on them.

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:-

- Source Welingak Website
- Source Reference
- Occupation Working Professional

- Source and Occupation plays an important role in lead getting converted.

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:-

- Focus more on the leads that spent a lot of time on the X Education website i.e Total time spent on website
- Also focus on the leads who visits X Education site more i.e Total visits

- Target leads that has come through references as there is higher chances of them being converted.
- Leads getting through the source wellingak website shows higher chances so team should focus more on these customers.

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:-

- Focus less on students as they are already studying and are less interested in the course made for working professionals.
- Do not focus on the leads whose activity has been modified as they are no more interested in purchasing the course.
- Also do not focus on the leads who do not want to be mailed about it as they are not interested in it.