Lead Scoring Business Questions & Answers

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

Sol:

- **Total Time Spent on Website**: Leads who spend more time on the website have a higher likelihood of conversion.

- **Lead Source**: Some sources (e.g., Organic Search, Google) contribute more to conversions than others.

- **Last Activity**: Activities such as 'Email Opened' and 'SMS Sent' indicate stronger engagement and higher conversion probability.

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?

Sol:

- **Lead Source_Google/Organic Search**: Leads from these sources show higher conversion rates.

- **Last Activity_Email Opened**: Indicates interest and engagement.

- **Specialization_MBA/Finance**: Some specializations have a higher conversion tendency.

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

Sol:

- Prioritize high-scoring leads (above a threshold of 70-75).

- Implement a **multi-touchpoint follow-up strategy** with phone calls, emails, and SMS.

- Assign interns to engage with leads who have recently opened emails or interacted on the website.

- Use automated email sequences to further nurture and qualify leads.

4. Strategy to minimize unnecessary calls when sales targets are met early?

Sol:

- Adjust the lead score threshold upwards (e.g., only call leads with scores above 85-90).

- Focus on leads who have shown high intent (e.g., those who have visited pricing pages or filled inquiry forms).

- Use email/SMS follow-ups instead of phone calls for lower-scoring leads.

- Allow the sales team to engage in other strategic initiatives, such as gathering feedback or improving internal processes.

These strategies ensure an optimal balance between efficiency and lead engagement while maximizing business outcomes.