

Lead Scoring Case Study - Summary

- The company **should make calls** to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company **should make calls** to the leads who are the "working professionals" as they are more likely to get converted.
- The company **should make calls** to the leads who spent "more time on the websites" as these are more likely to get converted.
- The company **should make calls** to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
- The company **should make calls** to the leads whose last activity was SMS Sent as they are more likely to get converted.
- The company **should not make calls** to the leads whose last activity was "Olark Chat Conversation" as they are not likely to get converted.
- The company **should not make calls** to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
- The company **should not make calls** to the leads whose Specialization was "Others" as they are not likely to get converted.
- The company **should not make calls** to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.