

## **LEAD SCORING CASE STUDY : SUBJECTIVE QUESTIONS**

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

Variables : Total time spent on website

Lead Source

Tags

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?

Dummy Variables : Tags\_intrested in other courses

Lead Source\_organic search

Lead Source\_Welingak Website

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.

1. Bulk Messaging through text message, whatsapp msg
2. X Education broadcast messages on radio, tv, mobile phone.
3. Marketing on social media as many people use online platform now a days.

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.

1. Start preparing target for the next quarter.
2. Prepare presentations taking into consideration the taste of target audience.