Lead Score Case Study Subjective Questions

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Answer:

Tags_Lost to EINS with coefficient of 9.7293
Tags_Closed by Horizzon with coefficient of 8.4774
Tags_Will revert after reading the email with coefficient of 6.7125

Q2. 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:

Tags_Will revert after reading the email
Last Notable Activity_SMS Sent
Tags_Busy

Q3. 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:

- Focus on leads who show interests like working professionals and people who want to up skill themselves
- Regular conversation and follow-up with potential leads based on their availability
- Start the next conversation based on the last activity/conversations with the leads
- Do proper research about the interests of the leads before the conversation based on their application details and tell them the benefits they will get after they pursue their course from X Education company

Q4. 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:

- Instead of making regular calls, write a detailed email or message about the courses and the benefits they get to the less potential lead, based on their interests they may call back.
- Conduct a master class about the session instead of making phone calls to individuals that will save a lot of time as well as increase the reach to mass audience.
- Also display the Alumni Success status and feedbacks on the website by signing up for X Certifications from X Education Company.