

## **Lead Scoring Case Study - Subjective Questions**

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

Answer 1: The three primary factors that have the greatest impact on lead conversion are as follows:

- Engaging in a phone conversation (Is\_not\_act\_Had a Phone Conversation)
- Acquiring leads through the Welingak website (lead\_src\_Welingak Website)
- Obtaining leads from the Lead Add Form (lead\_org\_Lead Add Form)

Question 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?

Answer 2: The three most significant categorical/dummy variables in the model that require the highest attention are as follows:

- Last Notable Activity: Is\_not\_act\_Had a Phone Conversation
- Lead Source: lead\_src\_Welingak Website
- Lead Origin: lead\_org\_Lead Add Form

The following three categorical/dummy variables are the top contributors to the conversion rate, and their positive coefficient signs indicate a positive effect. However, there are also several highly negative coefficients that have a detrimental impact on the conversion rate. The categorical variables `occu\_Unemployed`, `occu\_Student`, and `occu\_Other` specifically have a negative effect on the conversion rate.

Question 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.

Answer 3 : In this phase, the objective is to intensify lead conversion efforts by targeting nearly all potential leads and minimizing the exclusion of any potential opportunities. This can be achieved by slightly reducing the cutoff value, which will result in a higher Sensitivity value.

In addition to this approach, we can concentrate on specific groups of individuals mentioned below and adopt methods such as phone calls or direct outreach to enhance lead conversion:

- Individuals whose Lead Source is the Welingak Website.
- Making multiple attempts to reach individuals who were previously classified as "Unreachable" during the last contact.
- Focusing on people who have contacted us through SMS.
- Prioritizing individuals who have spent more time browsing the website.

**Question 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.

**Answer 4 :** Upon successfully reaching its target, it is crucial for the company to adopt a focused approach by selectively engaging with individuals who exhibit a higher likelihood of conversion and are categorized as hot leads. This strategic shift allows the company to optimize its resource allocation and minimize unnecessary expenditure on individuals with a lower potential for conversion. To implement this, a prudent step is to slightly increase the cutoff value, thereby refining the selection criteria. Although this adjustment may lead to a reduction in Sensitivity, it concurrently enhances Specificity, leading to a more efficient allocation of company resources. By reducing the occurrence of False Positives, the company can direct its efforts towards prospects who have a greater chance of converting into hot leads, thereby maximizing the effectiveness of its lead conversion strategies.