LEAD SCORE CASE STUDY
(Assignment Subjective Questions)

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

⇨ Based on the coefficient values of the model built, top 3 variables which contribute most towards the probability of a lead getting converted are –
- Tags
- Lead source
- Lead origin

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?

⇨ Based on the coefficient values of the model built, top categorical/dummy 3 variables which contribute most towards the probability of a lead getting converted are –
- Tags_Closed by Horizon (coef=9)
- Tags_Lost to EINS (coef=7.9)
- Tags_Will revert after reading the email (coef=6.9)

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.

⇨ The sales team, in this period of time should be rigorous on phone calls, especially if the leads are –
- Working professionals
- Seen coming back to the website repeatedly
- Spend a lot of time in the website (website can be modified to look more creative and attractive)
- Their last activity is SMS sent

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.

⇨ In this situation, company should focus more on automated email and SMS. Calling will not be required unless necessary. This way, conversion rate of leads will be simplified.