

Lead Scoring Case Study

SUBJECTIVE ANSWERS BY

❖ BAPPI BANIK

❖ BIJI KRISHNA

❖ SHANTANU BISWAS

Target leads that spend more time on the X Education portal (Total Time Spent on Website) ,
Last Notable Activity_Unreachable can be approached again however will have lower probability of
Conversion due to coursebeing offered price competitiveness and industry domain specific. Or can givesome
discount on these cases as per the budget allocation

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 tonot 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.

>> SMS and Email or Whatsapp option can be used to communicate with client who has high probability ofsubscribing course , rather than call.

Thank You