



Lead Scoring Case Study

SUBJECTIVE ANSWERS

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

- a. Last Notable Activity_Unreachable 2.346566
- b. Last Activity_Had a Phone Conversation 2.312539
- c. What is your current occupation_Working Professional 1.258886

```
print(sorted_params)
sorted_params = res.params.sort_values(ascending=False)
print(sorted_params)
```

Features used in Final Model : Index(['Total Time Spent on Website', 'Last Activity_Converted to Lead',
'Last Activity_Email Bounced', 'Last Activity_Had a Phone Conversation',
'Last Activity_SMS Sent', 'What is your current occupation_Student',
'What is your current occupation_Unemployed',
'What is your current occupation_Working Professional',
'Last Notable Activity_Modified', 'Last Notable Activity_Unreachable'],
dtype='object')

```
*****Feature Importance*****
Last Notable Activity_Unreachable      2.346566
Last Activity_Had a Phone Conversation  2.312539
What is your current occupation_Working Professional  1.258886
Total Time Spent on Website            1.166035
const                                  1.015663
Last Activity_SMS Sent                  0.795343
Last Notable Activity_Modified         -0.556772
Last Activity_Converted to Lead        -0.865305
Last Activity_Email Bounced           -1.508343
What is your current occupation_Unemployed -1.559398
What is your current occupation_Student -1.680094
dtype: float64
```


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 course being offered price competitiveness and industry domain specific. Or can give some discount on these cases as per the budget allocation. To increase lead conversion rates during the 2-month intern period, X Education can implement a strategy that prioritizes high-probability leads, customizes phone calls, and follows up promptly. Automated outreach and A/B testing communication strategies can be used to maintain communication with potential leads. Regular training sessions and feedback sessions can enhance sales and communication skills. A CRM system can help track leads, schedule follow-ups, and provide insights into lead behavior and preferences. Continuous monitoring, feedback, and optimization will help refine the approach and achieve even better results over time. Overall, X Education's aggressive approach, focus on high-probability leads, and personalized communication and automation will help maximize the intern period's impact.

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.

- a) SMS and Email or Whatsapp option can be used to communicate with a client who has a high probability of subscribing course, rather than call. To optimize sales team efforts after reaching a sales target, the company can implement strategies such as lead scoring, automated lead nurturing, relationship building, qualification and prioritization, market research and analysis, upselling and cross-selling, customer surveys and feedback, training and skill development, building referral networks, and strategic planning. These strategies help the sales team focus on building relationships, nurturing leads, and preparing for future growth opportunities while minimizing useless phone calls. By implementing these strategies, the company can optimize its sales team's efforts and maximize their potential for success.

Thank You