

SUBJECTIVE QUESTIONS

Lead Score Case Study

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

Ans: From the model's results and analysis, the top three variables that significantly impact the probability of a lead converting are:

- **Total Time Spent on Website:** Indicates higher engagement and interest, suggesting a stronger likelihood of conversion.
- **Total Visits:** Represents repeated interest, reflecting the lead's active exploration of courses.
- **Lead Source - Google:** Highlights Google as a crucial platform for acquiring high-potential leads.

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?

Ans: The top three categorical/dummy variables to emphasise for improving conversion rates are:

- **Lead Source - Google:** The most impactful lead source for driving conversions.
- **Lead Source - Direct Traffic:** Indicates organic interest, making it a valuable channel.
- **Lead Source - Organic Search:** Demonstrates users' active search intent for relevant courses.

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.

Ans: During the peak hiring phase, when the sales team includes interns to handle leads, the following strategy can be employed to maximise conversions:

- **Prioritise Engaged Leads:**
 - Focus on users who spend significant time on the website.
 - Target those with repeated visits, as they are more likely to convert.
- **Leverage Activity Data:**
 - Prioritise leads whose last activity involved SMS or Olark chat, as these indicate active engagement.
- **Target Specific Segments:**
 - Concentrate on working professionals who are more likely to benefit from the courses.
- **Proactive Follow-Up:**
 - Use phone calls strategically to convert leads with the highest probability of success, as identified by the lead scoring model.

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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Ans: When the company has met its targets and aims to reduce unnecessary phone calls, the following strategy can be implemented:

- **Focus on High-Probability Leads:**
 - Limit phone calls to leads with a high lead score, ensuring maximum conversion efficiency.
- **Adopt Automated Communication:**
 - Use email and SMS campaigns to engage moderate- to low-probability leads, reducing reliance on phone calls.
- **Optimize Resources:**
 - Redirect the sales team's focus to nurturing potential leads for future campaigns or exploring alternative sales channels.
- **Maintain Engagement:**
 - Use personalised messaging to keep low-probability leads warm for future opportunities without investing excessive resources.