Lead Scoring Case Study

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

   ➢ The top 3 variables contributing most are :
      i. Total time spent on website.
      ii. Total Visits
      iii. Leas source with Google

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?

   ➢ Lead source with elements Google, direct traffic and organic search

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.

   ➢ For a better lead conversion phone calls should be made to those you have extensive time on website, have seen to be repeatedly reverting to the same websites, working professionals and based on last activities on SMS or Olark chat conversation

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.

   ➢ We could switch to methods such as auto emails and messages based on understanding there is high chances the course would be purchased by the individual. Calling can be reserved for emergency purposes