

# LEAD SCORING CASE STUDY

## SUBJECTIVE QUESTIONS

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

**Ans.:** The top three variables in our model which contribute most towards the probability of a lead getting converted are: -

- Occupation\_Working Professional
- Lead Origin\_Lead Add Form and Lead Source\_Olark Chat
- Last Notable Activity SMS Sent

- 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 variables in our model which should be focused the most on in order to increase the probability of lead conversion are: -

- Lead Origin\_Lead Add Form
- Occupation\_Working Professional
- Last Notable Activity\_SMS Sent

- 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.:** X Education has been allotted 10 more interns for these 2 months and they wish to make the lead conversion more aggressive. Hence, for maximising the number of potential leads, we can choose to lower the threshold value of optimal cut-off from 0.42 for more 'hot leads' being predicted. The interns can adopt the strategy to target those leads whose lead score is below 42 and convince them to get converted.

The company may follow high volume low margin strategy which means the conversion rate might reduce but, the count of conversion would increase and eventually also the revenue.

- 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.**

**Ans.:** X Education has already reached its target for a quarter and doesn't want to make phone calls unless it is extremely necessary, i.e., they want to minimize the rate of useless phone calls.

We can choose to increase the threshold value for optimal cut-off as this will select only those potential customers which have much higher probability of getting converted. By following this strategy, efficiency of the sales team will increase, thereby letting them focus on new work for the upcoming quarter.