

Lead Scoring Case Study

Group Assignment

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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?**

Answer:

The top three variables that contribute towards the probability of lead getting converted are:

Total Time Spent on Website:

Positive Influence: The more time spent on the website, the greater the likelihood of conversion. Hence, the sales team should prioritize engaging with such leads.

Lead Source_Reference:

Positive Influence: Leads generated through references have a higher conversion probability due to the trust and assurance associated with referrals. Therefore, the sales team should prioritize engaging with these leads.

What is your current occupation_Student:

Negative Influence: Lead already being a student implies a lower likelihood of pursuing a course designed for working professionals. As such, the sales team should avoid prioritizing these 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?**

Answer:

The top 3 categorical/dummy variables in the model which is focused most in order to increase the probability of lead conversion.

- Lead Source_Reference
- Lead Source_Social Media
- Lead Source_Olark Chat

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.

Answer:

The phone calls should be made if:

- Targeting the leads who are spending significant time on the X-Education site (Total Time Spent on Website).
 - Focusing on leads who repeatedly visit the site (Page Views Per Visit).
 - Give special attention to leads referred by others (Lead Source_Reference) as they tend to convert at higher rates.
 - If they are unemployed or are working professionals
 - If the last activity was through 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.

Answer: Strategy according to us:

The company can focus on other methods like SMS or automated emails. This strategy can be applied to the customers who have high chance of conversion or buying the course. It also applies that calling will not be required.