

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?

Answer: The top variables that contributed in the result are:

- (i) What is your current occupation_unemployed.
- (ii) Total time spent on Website.
- (iii) Total visits.

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 should be focused to increase the probability are:

- Lead origin with element lead form.
- Last activity with element SMS sent.
- Lead source with element 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: Phone calls must be done if :

- They spend a lot of time on the website and this can be done by making the website more interesting, more informative , attractive to bring them back to the website.
- It is seen repeated visits on website.
- Last activity is through SMS or Olark chat conversion.
- They are either unemployed or working professional.

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: In this condition they need to focus more on other methods like SMS or automated emails. This way calling would not be required unless it is emergency. The above strategy can be used but with those customers where conversion probability is high.