

Lead Scoring

Case Study

By: Viral Shah, Vinoth, Vineela

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

Answer: As per the analysis I did, I found below 3 variables that has major contribution in the leads getting converted in the models. They are listed below:

- A. Total Time spent on Website: This indicates the total amount of time spent by the user on the site
- B. Lead Source Reference: This indicate if the lead was generated via a reference.
- C. Last Activity_Had a Phone Conversation: This indicates the last activity of a phone conversation.

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 dummy variables that has contributed to the model are listed below:

- A. Lead Source_Reference: This variable indicates if the lead was generated via a reference
- B. Last Activity_Had a Phone Conversation: This variable provides details of last activity was a phone conversation with a sales representative
- C. Last Notable Activity_Olark Chat Conversation: This variable provides details of prospect lead acquired has had an interaction with the chatbot/ sales person via Olark Chat

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: Considering little aggressive time period for the conversions the X education can threshold of the conversion can be decreased to enable the good no# of potential leads to reflect by the model.

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: Similarly as question 3, the X education system can increase the threshold of conversions to get only high and hot potential leads can show up.