

Assignment Subjective Question Answers- Lead
Scoring

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

Ans: It was found that the following 3 variables from the model have contributed more towards the probability of a lead getting converted.

1. Google traffic and Direct traffic
2. Last Known activity
3. Current occupation – Unemployed

Q 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 most 3 Categorical/dummy variables to increase the Probability of lead conversion are as follows.

1. Lead origin
2. Lead Source
3. What is your occupation?

Q 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:- The good strategy to make almost all the potential leads to be converted is to focus on the below listed attributes:

1. Total Time on Website
2. Total Visits
3. Page views per visit
4. Last notable activity.
5. Last Activity with elements SMS Sent
6. Potential leads who are unemployed and/ or working professionals.
7. People who opt for getting emails and calls.

Q4. 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:-

1. Specific course focused emails should be pre-written in a fixed format and should be used for replying to the potential leads.
2. Working professionals should be targeted (via emails or video cons) for specific courses as they can gain more interest if executives will spend more time with them explaining the things in detail.
3. New course material specifically for working professionals should be designed by taking insights from the professionals themselves.
4. FAQs list should be prepared for all different attributes (category of potential leads) that shows the chance of getting converted into business.