Assignment Subjective Questions – Lead Scoring Case Study

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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?**
   The equation after the final model is:

   10.9851*_Tags_Lost to EINS_ + 9.2047*_Tags_Closed by Horizzon_ + 5.3743*_Tags_Will revert after reading the email_ + 2.6362*_Tags_Busy_ + 1.9729*_Last Activity_SMS Sent_ + 1.6948*_Lead Origin_Lead Add Form_ + 1.2544*_What is your current occupation_Working Professional_ + 0.9371*_Total Time Spent on Website_ - 1.1699*_Tags_Ringing_ - 1.3787*_Last Notable Activity_Modified_ - 1.8118*_Last Activity_Email Bounced_ - 3.7292*_What is your current occupation_Other_

   The top three variables in the model which contribute most towards the probability of a lead getting converted are:
   - Tags_Lost to EINS (Coefficient: 10.9851)
   - Tags_Closed by Horizzon (Coefficient: 9.2047)
   - Tags_Will revert after reading the email (Coefficient: 5.3743)

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?**
   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 are:
   - Tags_Lost to EINS (Coefficient: 10.9851)
   - Tags_Closed by Horizzon (Coefficient: 9.2047)
   - Tags_Will revert after reading the email (Coefficient: 5.3743)

   One should focus more on these 'Tags' as they have a higher positive lead conversion rate than others.

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.**
   Following the analysis of the Exploratory Data Analysis (EDA) results, the new interns should adopt the following strategies for approaching people through phone calls:
   a. Prioritize making calls to "Working Professionals" as they exhibit a higher likelihood of conversion.
   b. Target individuals who repeatedly visit the website or spend significant time on it. Enhancing the website's ease of use and providing more informative content can facilitate this.
   c. Focus on leads whose last activity involves SMS sent and Email opened as they have the maximum conversion rate.

d. Consider targeting individuals with tags indicating an intention to revert after reading emails, such as Will revert after reading the email and Busy.

e. Prioritize specializations with elevated conversion rates, with a specific focus on management-related professions such as 'Finance Management,' 'Human Resource Management,' 'Marketing Management,' and 'Operations Management.'

During this period, the sales team should focus on maximizing the number of phone calls, given their proven effectiveness in converting leads into customers. By increasing the volume of phone calls, X Education can enhance its chances of success.

Additionally, X Education can introduce special incentives for potential customers to incentivize course sign-ups. These incentives may include discounts, free trial periods, or other special offers designed to make the courses more appealing and encourage customer enrollment.

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.**

During the quarter when the company achieves its target ahead of schedule, the sales team can redirect their efforts towards activities like lead nurturing and engaging with existing customers. This approach aims to uphold customer satisfaction and potentially uncover opportunities for upselling in the future.

To mitigate the occurrence of unproductive phone calls, implementing a lead scoring system is advisable. This system would assess leads based on their likelihood to convert, allowing the sales team to prioritize outreach efforts on leads with higher scores, thereby increasing the likelihood of successful conversions. Simultaneously, the team can deploy personalized and targeted email campaigns for leads with lower scores, nurturing them until they are prepared to convert.

In addition to these strategies, the sales team should shift their focus to SMS and automated emails instead of phone calls, unless it's an emergency. This approach is particularly effective for customers with a very high likelihood of buying the course. Moreover, leads who have already applied for 'Do Not Email' should not be revisited, ensuring respect for their preferences.

Furthermore, based on previous chat conversations, leads classified as 'Might be' or 'Worst' can be safely ignored. Additionally, leads who have shared their contact numbers but are marked as 'Ringing' or are unresponsive to calls can be considered lower-priority and may be ignored, as they are less likely to convert. These additional measures contribute to a more targeted and efficient sales strategy.