

Subjective Questions

Lead Score Case Study

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Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans. These are the top variables that contribute towards the result

- Total Visits
- Total time spent on website
- Lead Add Form (from Lead Origin)

Q2. 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. Top 3 Categorical/Dummy variables to increase probability are:

- Lead Add Form (from Lead Origin)
- Had a Phone Conversation (from Last Notable Activity)
- Unemployed and student (from What is your current occupation)

Q3. 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. Phone calls must be done to the people those who are frequently visiting the website, which could be encouraged by enhancing the site's appeal to draw them back more often. Their predominant activities involve returning through SMS or Olark chat conversations, and they are identified as unemployed or student.

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. The company should focus on using automated emails and text messages instead of calling. Calls should only be made in urgent situations. This strategy should mainly target customers who are most likely to buy the courses. By doing this, the company can use its resources more effectively and improve its chances of making a sale. This approach not only makes the process smoother but also gives customers the information they need in a way they prefer.