

ASSIGNMENT SUBJECTIVE QUESTIONS – LEAD SCORING

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

Ans: The top three variables that have contributed the most towards the conversion of a lead are -

- Lead Origin - Lead add form
- What is your current occupation – Working Professional
- Total Time spent on website

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 three categorical / dummy variables in the model that should be most focused to increase the probability of lead conversion are -

- Lead origin with the element lead add form
- Last notable activity with the element SMS sent
- Lead source with the 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.

Ans: The sales team must ideally target the following individuals who –

- Visit the website often and browse for longer time
- Recent interaction was through SMS or Olark chat conversation
- Who belong to the categories of Student or Working Professionals

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.

Ans: The following factors should be considered as the strategy for the sales team -

- Focus on approaching only those individuals who spend a longer time on website and who are employed
- It would serve the purpose to actively follow up on leads that have a fair chance of opting for the course as per the model rather than calling aimlessly
- Tweaking the website may help in more conversions as potential leads spend most time on website