

## **Lead Scoring Case Study Subjective Questions & Answers**

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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?**

**Ans:**

These are the top variables that contribute towards the result :

- Total Time Spent on Website
- What is your current occupation\_working professional
- Tags\_will revert after reading the email

- 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:**

These are the top variables that contribute towards the result :

- Tags\_will revert after reading the email
- What is your current occupation\_working professional
- What is your current occupation\_unemployed

- 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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

**Ans:**

- a. **Model Development:** Create a predictive model using key metrics like time spent on site, total visits, and leads reference for accurate conversion predictions.
  - b. **Interns' Toolkit:** Provide interns with a ready-to-use model to enhance decision-making and target leads more effectively.
  - c. **Engagement Strategy:**
    - i. Implement a proactive engagement approach through repetitive SMS and calls.
    - ii. Build familiarity by understanding lead backgrounds, discussing challenges, and exploring financial conditions.
  - d. **Career-Building Proposition:**
    - i. Showcase the platform/course as a catalyst for career growth.
    - ii. Illustrate real-world success stories and emphasize personalized benefits to instil confidence.
    - iii. Use data-driven insights to reinforce course relevance and guide leads through a seamless conversion process.
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:**

Target individuals with stable employment or working professionals as well as unemployed people who are looking forward to upgrading their skills to get into the job market. However, unemployed leads may have financial constraints. So, proceed accordingly. Additionally, exclude students from the target audience, as they are already engaged in their studies and may not be inclined to enrol in a course tailored for working professionals at this stage.

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