

LEAD SCORING CASE STUDY

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

a. Lead Origin_Lead Add Form:

- Positive contribution.
- If the origin of the lead is an 'Add Form', then there is a higher probability that the lead would convert.

b. Lead Source_Welingak Website:

- Positive contribution.
- If the source of the lead is 'Welingak Website', then there is a higher probability that the lead would convert.

c. What is your current occupation_Working Professional:

- Positive contribution.
- If the lead is a Working Professional they are more likely to convert as they focus on upskilling for new roles.

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?

(i) Lead Origin_Lead Add Form

(ii) Lead Source_Welingak Website

(iii) What is your current occupation_Working Professional

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.

- The Sales team should focus on leads originating from 'Add Forms'.
- They should focus on leads sourced from Welingak Website.
- They should focus on targeting Working Professionals.
- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education.
- They should focus on targeting the people who spend more Time Spent on the Website.

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.

- Do not focus on unemployed leads. They might not have a budget to spend on the course
- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure.
- Do not focus on leads who are on 'Do not email' lists as they have a very low probability of converting.