

Lead Score Case Study Assignment Questions

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

Total Time Spent on Website (Positive Contribution)

- Leads spending more time on the Website are more likely to convert.
- The overall conversion rate can be increased if the sales team focuses on those leads who spend more time on the website because it shows they are more interested to know about the course.

Lead Source_Reference (Positive Contribution)

- If the source of the lead is a Reference, then there is a higher probability that the lead would convert, as the referrals not only provide for cashback but also assurances from current users and friends who will mostly be trusted.
- The sales team should focus on such leads to get higher conversions.

What is your current occupation_Student: (Negative Contribution)

- If the lead is already a student, chances are they will not take up another course that is designed for working professionals.
- Sales team should focus on leads other than students to get higher conversions.

What is your current occupation_unemployed:

- Most of the leads are generated from the Unemployed Population.
- Leads who are unemployed may be more interested in such professional courses for better career prospects.
- Sales team should focus on such leads.

2. What are the top 3 categorical/dummy variables in the model that should be focused on to increase the probability of lead conversion?

According to our model, the top 3 categorical variables that should be focused on to increase the probability of lead conversions are:

1. Lead Origin- To increase the overall lead conversion, more leads from API and Landing Page Submission needs to convert and more leads can be generated from Lead Add Form, Lead Import ,and Quick Add Form
2. Current Occupation- Overall Lead Conversion can be increased by converting more leads from Unemployed and increasing the number of leads from Students and Working Professionals.
3. Specialization- To increase the overall lead conversion, more leads need to generate from other specializations.

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.

Allotting all the interns to make Phone calls to the lead if:

- They are working professionals.
- They spend a lot of time on the website and this can be done by making the website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly.
- Their last activity is through SMS or through Olark chat conversation.

4. Similarly, at times, the company reaches its target 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.

- In this condition they need to focus more on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency. The above strategy can be used so that the customers have a very high chance of buying the course.
- Making the website more interactive so that the leads can spend more time on it.
- Rewarding the currently enrolled leads through a referral scheme so it increases the leads from references.
- Focussing on Digital Marketing aspects such as arranging free webinars from industry experts, and social media advertisements through portals such as LinkedIn.
- Campaigning about discounts or offers to leads such as students once they graduate and are actively searching for jobs.