

LEAD SCORING ASSIGNMENT - SUBJECTIVE QUESTIONS

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

(1) Lead Source: Overall, the most influential variable is Leads Source. Welingak Website and Reference are sources that generate leads with high tendency to convert

(2) Tags: Customers with Tags_Will revert after reading the email tends to convert well. Tags values 'Ringing' and 'Interested in other courses' have high negative contribution in the model.

(3) Occupation: Working Professional is the most potential group, followed by Unemployed

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?

(1) Lead Source_Welingak Website

(2) Lead Source_Reference

(3) Occupation_Working Professional

** Some Tags variables have high coef values but such information is only acquired after a lead has been contacted, so X Education should not prioritize sales activities based on Tags.*

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.

Strategy X Education should employ during periods with several interns hired:

- Prioritize leads from high potential sources (Welingak Website, Reference) and profiles with 'Working Professional' as occupation
- Follow up frequently with customers willing to receive information through email (Tags_Will revert after reading the email) and SMS recipients (Last Notable Activity_SMS Sent)
- Contact as many highly-scored leads as possible during the 2-month period

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.

Strategy X Education should employ during periods when only extremely necessary leads are to be contacted:

- Focus on only high potential channels and occupation profile (as in previous questions)
- Automate communications with potential but not top priority channels eg. Olark Chat and/or profiles eg. Unemployed
- Deprioritize ineligible profiles and customers with low willingness to engage: Do Not Email, Tags_Interested in other courses, Tags_Ringing, Last Activity_Email Bounced