

Lead Scoring Case study - Answers to Subjective Questions

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

The top 3 variables are categorical / dummy variables:

- *Lead Origin_Lead Add Form* with a positive coefficient of 3.6. Leads originating from this activity are likely to convert
- *What is your current occupation_Working Professional* with a positive coefficient of 2.8. Working professionals are more likely to convert.
- *Total Time Spent on Website* with a positive coefficient of 1. People spending more time on the website browsing through the courses are likely to convert.

Question 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?

In my opinion, the following categorical variables should be focused on the most:

- *What is your current occupation_Working Professional* : Sales should be able to target those respondents who are working professionals - as they might be looking to upskill themselves for the job market
- *Lead Origin_Lead Add Form*: Leads who leave their details on the form are clearly interested in taking up a course. Sales should definitely target those folks.
- *Lead Source_Had a Phone Conversation*: Leads who already had a phone conversation might be better persuaded.

Question 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.

Since the goal is to make phone calls as much as possible, the sales team should target the following user persona:

1. People who have spent a significant time on the website.
2. Working professionals
3. People who have had phone conversations previously with the sales team
4. People who have sent SMSes to the company

All of the above personas can be potential leads, and since there is no limit on the number of phone calls for the sales team, they can target the above.

Question 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.

The following strategy should be used to minimize useless phone calls:

- Working professionals should be targeted, and students can be ignored, since they are less likely to convert.
- People who have opted out of receiving emails can also be ignored
- Leads originating from Olark chats can also be ignored.