

Subjective Questions And Answers For Lead Scoring Assignment

1. Which Are The Top Three Variables In Your Model Which Contribute Most Towards The Probability Of A Lead Getting Converted?

Ans - The Top Three Variables In Your Model Which Contribute Most Towards The Probability Of A Lead Getting Converted

1. Lead Origin
2. What Is Your Current Occupation
3. Last Activity

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 - Top 3 Categorical/Dummy Variables In The Model Which Should Be Focused The Most On In Order To Increase The Probability Of Lead Conversion

- a. Lead Origin_Lead Add Form – 100%
- b. What Is Your Current Occupation_Working Professional – 82%
- c. Last Activity_Had A Phone Conversation – 70%

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.

Ans - Certain Strategies That Can Help The Interns To Convert The Potential Leads Into Hot Leads

- ❖ As we can see that the variable lead origin has the highest number and the interns can concentrate on the add forms for more information related to the professionals and they should try to keep a track of the activity and followup with them. The current occupation of the working professionals category is the potential lead and can be give a call along with followup to convert them to the Hot leads. One on one conversation should be done to convert them to hot leads. Certain discounts can be offered depending on the duration of the form filled and admission taken.
- ❖ Certain lead sources come from Welingak Website. Those leads should also be sorted, sms and calls should be done, Which Can help the professionals And will be reminded about the course. The calls can be made by informing them about the importance of the course, Which also can help them to be converted to Hot leads.

- ❖ **Lead Activity_Had A Phone Conversation**, Like The Targets Have The Possibility To Join For The Courses And Interns Must Focus On Marketing The Advantages Of The Course And X Education Company So The Target Can Be Converted.
 - ❖ **Last notable Activity_Unreachable** - the interns should check the form and get the other details like email id, address and should try to contact the professional to convert them to the hot leads
 - ❖ For The Targets Who Spent A Lot Of Time On The Website (Total Time Spend On The Website) ,These Will Be The Targets Who Is Actually Interested To Join The Program , So The Interns Must Aggressively Try To Reach To Those Targets To Convert Them To Hot Leads.
 - ❖ **Last Activity_SMS Sent** - the interns should try to reach out these people through phone calls and emails and have conversations by providing complete details about the course to get them converted to the hot leads.
- 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 - The Strategies That Can Be Employed To Minimize The Rate Of Useless Phone Calls Are..

- ❖ **Better To Focus More On Working Professionals**, As It Would Benefit Them For Upskilling, Even For Students, It Would Be Hard For Them To Join As They Will Not Get Enough Time To Join The Course.
- ❖ **The Variables Such As – Lead Source_Direct_Traffic, Last Notable Activity_Email Opened, Last Notable Activity_Modified, Last Notable Activity_Olark Chat Conversation, Last Activity_Email Bounced**, Should Not Be Given Much Importance As They Have Negative Values This Can Help Reduce The Unnecessary Phone Calls.