

Lead Scoring Case Study - Subjective Question

Subjective Questions: Answered

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

Answer: Top three variables that contribute towards the probability of a lead getting converted are

- Time_spent
- Lead_Origin
- Occupation

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?

Answer: Top three categorical/dummy variables that contribute towards the probability of a lead getting converted are

- Tags_Closed by Horizon
- Tags_Lost to EINS
- Last_notable_activity_Had a Phone Conversation

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.

Answer: The interns can focus on the following categories of leads:

- The leads having high 'Lead Score' can be focused on more for better conversion rate.
- Spend a lot of time on the website.
- Had last notable activity as **had a phone call conversation**.
- Are working professionals.
- The unemployed category can be focused on more and also individuals having Finance Management as specialization.
- The top city to focus on for marketing calls is Mumbai.
- The company can focus on referral marketing.

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.

Answer: The areas on which the sales team can focus on during the mentioned time are:

- Marketing on Google since the conversion rate from the traffic from Google is high.
- Encouraging existing converted leads for referrals by providing some incentives for the referrals.
- Since the number of leads is high in Mumbai as compared to other major

cities, the company can increase marketing in the other cities as well to achieve more leads.

- Focus on the students can be minimized since the conversion rate is significantly low.

