

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?

Answer:

In this model we selected 13 variables which are giving most of the information and pattern from the data.

Out of these 13 variables the top three variables in the model which contribute most towards the probability of a lead getting converted are:

- a. Lead Origin
 - b. Lead Source
 - c. What is your current 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:

Following are the 3 categorical/dummy variables in the model which should be focused the most in order to increase probability of the lead conversion::

- a. Lead Origin _Lead add form
 - b. Lead Source_Welingak Website
 - c. What is your current occupation _Working Professional
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:

X Education wish to make the lead conversion more aggressive in the period of two months By making phone calls to the potential leads i.e. the customers who have been predicted as 1 by the model) with the help of 10 interns.

As we have observed Lead Origin, Lead Source and Current Occupation are the factors which should be focused the most in order to increase the probability of leads getting converted.

Strategy:

1, Lead originated by API and Landing Page submission are high. And most of the leads are converted from these two origins.

And. Number of customers converted from lead add forms are higher than the leads we get for lead add forms i.e. very less amount of leads are originated from lead add form.

So we need to generate more leads from lead add forms. And call the customers who have not converted but their lead originated from lead ad form to get higher conversion. Also make the call to the customers whose leads generated from API and landing page submission.

2. we also need to focus on Lead sources as we can see that there are higher rate of conversion from References and Welingak Website so we need to call the customers who have visited our leads from welingak website.

And we should offer some discount for the leads from references.

We need to call and tell our current students about the offer or discount in fees so that they can refer some courses to their mates.

3. Working professionals are very much interested in the courses so as to gain more knowledge or career change opportunity as working professionals has higher rate of conversions. So we need to take follow up from them depending on their activities. We need to call them encourage them to take the course as working professionals they might be busy in their schedule so we need to take extra efforts and take a follow up from them.

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:

As company reaches its target for a quarter before the deadline company should focus on other activities so as to get more leads converted.

1. Send Emails to the leads and current student about the offers or scholarship for references.

2. Focus on marketing on social media as to get leads.

3. Make websites more engaging as direct traffic comes from google searches.

4. Organize some seminars to give the feel of course to the students whose probably getting converted.