

LEAD SCORING CASE STUDY

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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: As per our model top three variables that have contributed most towards probability of getting lead converted are as follows:

- Total time spent on the website by the customer.
- Total number of visits made by customer on website.
- Lead Source (Direct Traffic, Welingkak website, Organic search).

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: Most focused top three categorical/dummy variables as per our model to increase the probability of lead conversion are as follows:

- Welingkak website
- Direct Traffic
- Organic Search

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: With an aim to convert almost all potential leads into clients' sales team should implement following strategy.

- Potential leads who has spent more time on the website and have also opened emails sent to them should be targeted first as chances of their conversion is high. This also indicates these leads have genuine interest in the course.
- During the call sales team should be able to understand requirement of these potential leads through series of limited questions and should highlight the solutions for their requirements.
- Continuous follow ups on the leads should be done in order to convert leads into clients.

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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: In such scenario where company can use email campaign where details of course and facilities provided by the company are highlighted with student testimonial. A brief description of course helps these leads understand basic offering of the course and student testimonial brings credibility to our emails.

This will not only ensure minimization in useless phone calls but it will also help company convert less interested leads in to potential clients.