

## **Lead Scoring Case Study 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:**

The top three variables which contribute most towards the result in model are:

1. "Total Time Spent on Website"
2. "Lead Origin" with 'Lead Add Form'
3. "What is your current occupation" with 'Working Professional'

- 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:**

The top most 3 categorical/dummy variables to increase the probability are:

1. "Lead Origin" with 'Lead Add Form'
2. "What is your current occupation" with 'Working Professional'
3. "Lead Source" with 'Olark Chat'

- 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:**

A good strategy to employ at this stage to convert almost all potential leads is to focus on the following continuous and categorical/dummy variables which are impacting more on potential lead conversion:

- ✓ "Total Time Spent on Website"
- ✓ "Lead Origin" with 'Lead Add Form'
- ✓ "What is your current occupation" with 'Working Professional'
- ✓ "Lead Source" with 'Olark Chat'
- ✓ "Total Visits"
- ✓ "Last Activity" with 'SMS Sent'

And not to focus on following variables as these having negative impact on lead conversion:

- ✓ "Last Activity" with 'Email Bounced'
- ✓ "Last Activity" with 'Olark Chat Conversation'

- ✓ "What is your current occupation" with 'Unavailable'
- ✓ "Last Activity" with 'Converted to Lead'
- ✓ "Lead Origin" with 'Landing Page Submission'

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 situation company should focus on building and implementing automated response system like a **"chatbot"** on their website that can answer all the common/generic questions. In case of non-generic questions but related to offered course user may be directed to call center or ticket/lead may be generated so that they can be contacted. With this strategy organization will be able to minimize rate of useless phone calls.