

Lead Scoring -Case Study

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 the model which contribute most towards the probability of a lead getting converted are : 1.Tags_Closed by Horizzon, 2. **Total Time Spent on Website** 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. The top three categorical/dummy variables in the model which contribute most towards the probability of a lead getting converted are : Tags_Closed by Horizzon, Tags_Lost to EINS, Tags_Will revert after reading the email

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. The hot leads can be found from the model. Those people should be contacted. Now it is clear that those people are interested in the course. Now we need to identify the cause of fail to avail the course. It may be 1. Availability of same course at low cost, 2. Confusion in mind 3.financial incapable 4. Bad influence by friends etc . The solution are mainly to clear all quarries, give some promotional offer. induce confidence etc.

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 team may approach the lead aggressively . Call for meeting and resolve all the doubts of student. Ask for a token amount . Inform the last date of the current season.

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