

LEAD SCORING ASSIGNMENT



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Assignment-Based Subjective Questions

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

As we did our analysis on Lead Scoring Case Study, at the end we found the following three variables which are contributing the most towards the probability of a lead getting converted:

1. Total Time Spent on Website
2. Total Visits
3. Lead Source with elements Google

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?

As we did our analysis on Lead Scoring Case Study, at the end we found the following three variables which are contributing the most towards the probability of a lead getting converted:

1. Lead Source with elements google
2. Lead Source with elements direct traffic
3. Lead Source with elements 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.

With the increased team size, the company can convert their potential leads into buyers. It is having ample amount of time and resources with it so it should make an effort to reach `all the potential leads`, but should also focus more on leads who have low probability of conversion to improve the overall lead conversion rate. This can be done by following few points:

1. Follow-up phone calls should be done if the lead spends a lot of time in the website. This can be done by making the website interesting and appealing and it help in bringing back them to the company's website.
 2. If the leads are observed coming back to the website repeatedly then definitely a follow-up call should be done so to help them with any query and create a thought of buying the course in their minds.
 3. It is observed that their last activity is through SMS or through Olark chat conversation. Hence, the sales team members should mostly reach out to them through these modes of communication.
 4. It is also observed that most of the leads turned buyers are working professionals. Hence, team can try to empathize with them and help them understand how the courses can help them in improving and building their career. The team can also offer special deals to them on the purchase of the courses.
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.**

Indeed, when the company reaches its target for a quarter before the deadline, they don't need to place regressive phone calls to the leads. In such phases, they should focus more on other methods like Automated Emails and SMS. As said, this way calling won't be required unless it is an emergency for them. The above strategy can be used but with the customers that have a very high chance of buying the course i.e. Hot Leads. Leads that have more than 80% of lead score can be targeted. Also, in the meantime, the team can work on its members and ask them to go through short training so to increase their skills and quality of work.

The End