

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 3 Variables contributing the probability of lead getting converted are as follows:

Lead Source: The source of lead has strong probability for lead getting converted.

Total Visits: This Variable has high coefficient and low VIF making another variable contributing to probability of leads getting converted.

Total Time spent on website: The more time spent on Website, the higher are the chances of lead getting converted.

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 3 categorical/dummy variables that need to be focused are:

Lead Origin_Lead Add Form

Lead Source_Olark Chat

Lead Source_Welingak Website

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: X education should guide the interns regarding the model created. They must explain variable like total time spent on website, lead source and Total visits. Those leads who have spent more time on surfing the website should be contacted first through mail message and phone call and try to convert them to potential lead. Interns should also be trained properly so that they can explain benefits of the program for the point of view of career growth to the leads.

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 company should focus more on working professional as they have some source of income and they are looking for growth in career thereby having higher chance of getting converted. Also, company should avoid focusing on unemployed leads and students as they don't have an income source and have less chances of conversion.