

# LE TRUNG KIEN - Lead Scoring Case Study - Data Science Program (Global) C12

## SUBJECTIVE QUESTIONS - ANSWERS

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

**Answer:**

The top 3 features that contribute to better predicting hot leads based on their coefficient values are:

- Web Time: 4.41
- Lead Origin\_Lead Add Form: 3.21
- Current Occupation\_Working Professional: 2.71

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 3 categorical variables in the model that should be focused on to improve the lead conversion rate are:

- Lead Origin\_Lead Add Form (3.21): improving the Lead Add Form to attract more people may lead to more successful conversions.
- Current Occupation\_Working Professional (2.71): running marketing campaigns that focus on working professionals will likely improve the number of hot leads.
- Lead Origin\_Welingak Website (2.47): Increasing budget to attract potential students from Welingak Website should bring positive results.

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:**

- To utilize the intern-sales-team may want to focus on calling lead groups that are generated from strong channels, including Lead Add Form, Working Professionals, Welingak Website, and those who spend time on the Web Site.
- In addition, they should follow up with leads: the model indicates that 'Last Activity\_SMS Sent' is a strong positive predictor for lead conversion. Therefore, sending an SMS could be an effective strategy for engaging leads.
- It is also important to monitor the results of these strategies and adjust as necessary.
- Finally, these strategies are only for a 2-month period each year, so It's important to strike a balance between aggressive lead conversion and maintaining good relationships with potential customers.

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:**

To minimize phone calls, X Education may:

- Focus on High-Value Features: The sales team could focus on leads that score highly on features that are strong predictors of conversion. For example, 'Lead Origin\_Lead Add Form', 'Web Time', and 'Current Occupation\_Working Professional' are strong positive predictors for lead conversion according to our model.
- Leverage Other Communication Channels: If possible, use other, less intrusive methods of communication, such as email or SMS (which our model also indicates is a strong positive predictor for lead conversion), to maintain contact with leads without making phone calls.
- Prioritize Customer Relationship Management: Use this time to focus on nurturing relationships with existing customers or high-potential leads. This could involve checking in with them, asking for feedback, or offering special deals or information.