

Lead Scoring Case Study DS C41

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

As per the model, following are the top three variables which contribute most towards the probability of a lead getting converted:

- Lead Origin
- Total time spent on website
- Tags

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 per the model, following are top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion:

- Lead Origin – Lead form add
- Tags – Will revert after reading email
- Last Notable Activity - SMS Sent

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.

The calling strategy should be as below:

- If the lead has been dropped by adding a form.
- If they are spending considerable time on website
- If they have expressed interest in email and or via SMS.

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.

In case of no phone calls, the focus should be on sending emailer and SMS campaigns to the leads shortlisted as per the model.