

Case Study - Leads Scoring

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

Sol:

The top three variables in the model which contribute most towards the probability of a lead getting converted are:

- Last Notable Activity_Had a Phone Conversation
- Lead Origin_Lead Add Form
- What is your current occupation_Working Professional

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?

Sol:

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

- Last Notable Activity_SMS Sent
- Last Notable Activity_Unreachable
- Total Time Spent on 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.

Sol:

The good strategy to employ at this stage to make almost all potential leads to be converted is to focus on below categories or dummy variables as they hold a tight grip on a potential lead to be converted:

- Last Notable Activity_Had a Phone Conversation
- What is your current occupation_Working Professional
- Last Notable Activity_SMS Sent
- Total Time Spent on Website
- Last Notable Activity_Unreachable

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.

Sol:

- Last Notable Activity_Had a Phone Conversation
- What is your current occupation_Working Professional