

Lead Scoring Case Study Based Subjective Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. Tags_Closed by Horizzon
 - b. Tags_Lost to EINS
 - c. Tags_Will revert after reading the email
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?
 - a. Lead Source_Welingak Website
 - b. Lead Quality_High in Relevance
 - c. Last 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.

First Hot Leads conversion can be done since we know that those leads will mostly get converted. Next we can lower the Lead Score from 85 to 70 to tackle the next set of leads during the 2 month period.

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.

One approach the company can take during this period is to raise the lead score threshold for initiating phone calls. By doing so, the sales team can concentrate on leads with a higher likelihood of conversion, thereby avoiding time spent on leads less likely to convert. However, it is crucial to continuously monitor and adjust the lead score threshold as necessary to ensure that potential conversions are not overlooked.

