

Lead Score Assignment

Subjective Q&A

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 that contribute maximum towards the results are as below:

- Time Spent on Website
- Visits
- Lead Source with elements Google

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: Top 3 Categorical/Dummy Variables of Lead Source in the model which should be focused the most on to help increase the probability of lead conversions are:

- Google
- Direct Traffic
- Elements Organic Search

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: Phone calls must be made to people who:

- People who spend a lot of time on the website.
- People who are coming back to the website repeatedly.
- People whose last activity is through either SMS Sent or Olark chat conversation.
- People who are working professionals.

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 not to 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.

- They need to focus on SMS and automated emails instead of phone call unless its emergency.
- Leads who have applied for 'Do Not Email' already can be avoided.
- Also based on the previous chat conversations if the lead is classified as 'Might be' or 'Worst' then those leads can be Ignored.
- Leads who shared their contact number on the website or through email but either are 'Busy' or 'Ringing' i.e., not answering to the calls can also be Ignored as they are less likely to get converted.
- Prioritizing can be done based on a lead score. Leads that have more than 80% of lead score can be Targeted.