

Lead Scoring Case Study

Assignment Subjective Questions and Answers

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

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

- **Last Notable Activity Modified**
- **Last Activity Converted to Lead**
- **Last Notable Activity Email Link Clicked**

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: 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.

ANS: A good strategy will be:

- Students whose lead score is in mid i.e. in between 50-60 for those we are not sure if they get converted or not. We may use these students for interns i.e., for first level call.
- Second, level will be experienced interns so whoever students are filtered from the first level they can convert them with less effort.
- Using interns are good ideas as it will give them good learnings as well with no wastage of time of experienced sales person.
- Everybody's effort can be used in a better manner.

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.

ANS: As we have our recall score 79%, the true relevant result is better hence the useless phone calls will be less. Our target is closed so we can use by

A good strategy will be:

- We can work on other important factors like:
- Data collection and analysing from potential leads who were not converted.
- For Mid-range i.e., for 50-50 we can reach out once again and understand their issues and work upon our model building.
- Proper learnings can be shared from Senior people to Junior the reasons for not able to convert.
- Make proper flow of sharing knowledge about their potential leads and worst leads. How they achieved their targets about their plan etc.

