

## **LEAD SCORE CASE STUDY - SUBJECTIVE ANSWERS**

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

Following are the top three variables in the model that contributes most towards the probability of a lead getting converted-

1. Total time spent on website
2. Total visits
3. Lead score 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?**

Answer:

Following are the top 3 categorical variables in model which increase the probability of lead conversion-

1. Lead score with elements Google
2. Lead score with elements direct traffic
3. Lead score with elements organic research

**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.**

Answer:

The sales team must call to such people who frequently visit the website, who are working professionals, to the people whose last activities are through Orkut chat conversation and SMS, also such people who spend a certain amount of time on website.

**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.**

Answer:

In order to avoid useless phone calls and focus on new work, company must send SMS and automated mails to avoid unnecessary calls. This will minimize the rate of phone calls and will maintain the interest of customers.