

Lead Scoring Case Study

Subjective Questions

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

A1. The top three variables based on the final model which contributes most towards the probability of a lead getting converted are :

1. Lead Origin_Lead Add Form : 3.046808
2. What is your current occupation_Working Professional : 2.644358
3. Lead Source_Welingak Website : 2.561375

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?

A2. The top 3 categorical/dummy variables in the model that must be focused on the most in order to increase the probability of lead conversion are:

- Lead Origin_Lead Add Form : 3.046808
 - By optimizing the form design, enhancing lead qualification, personalizing follow-ups we can systematically increase the probability of lead conversion.
- What is your current occupation_Working Professional : 2.644358
 - By tailoring marketing efforts and offers specifically to address the needs and preferences of Working Professionals we can increase probability of lead conversion.
- Lead Source_Welingak Website : 2.561375
 - By optimizing website experience through targeted content, budget spent on advertising, personalized engagement and effective follow-up strategies to gain more leads.

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.

A3. To maximize lead conversion during the internship period, the sales team should focus on prioritizing their outreach efforts to potential leads who have been predicted by the model to convert. Here's a structured strategy:

1. Identify High-Priority Leads: By Model Prediction, Confidence Scores of those with the highest probabilities.

2. Segment Leads for Targeted Outreach:

- Break down the high-priority leads into manageable or top segments, like top 20%, top 50%, etc., based on predicted probabilities.
- Detailed Profiling for high-priority leads using available data (e.g., demographics, past interactions, interests).

3. Utilize Multi-Channel Outreach: By Phone Calls, Follow-Up Emails, SMS Reminders

4. Track and Optimize Performance:

- By conducting daily review meetings to track progress, address challenges, and optimize the strategy based on real-time feedback from the interns.
- Monitor key performance metrics like call success rate, conversion rate and feedback from leads to continuously improve the approach.

5. Incentivize Interns:

- By offering incentives to interns based on their performance metrics (eg: number of successful conversions, number of calls made).
- Recognition: Recognize and reward top-performing interns to keep them motivated.

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.

A4. In terms of technical and business strategies, the company can efficiently minimize unnecessary phone calls and leverage the sales team's capabilities for other high-value tasks as follows :-

1. Technical Aspects :-

- Utilize data analytics to identify high-potential leads and prioritize them. Use predictive analytics to assess the likelihood of conversion for each lead, focusing efforts only on those with high probabilities.
- Segment the customer database in the CRM system based on past interactions, purchasing behavior and engagement levels. Target segments that show a higher propensity for positive responses.
- Implement an automated lead scoring system that updates in real-time based on interactions and engagements. Only make calls to leads that surpass a certain threshold score.
- Use AI chatbots and automated email systems for initial communication, reserving phone calls for leads who show strong interest or require detailed information.

2. Business Aspects :-

- Redirect the sales team's efforts towards training and professional development. Equip them with new skills or knowledge about upcoming products and market trends.
- Engage the sales team in strategic planning sessions to develop new sales strategies, improve processes, or brainstorm new market opportunities.
- Focus on strengthening relationships with existing customers through personalized communication and value-added services, ensuring customer retention and satisfaction.
- Use this time to gather detailed feedback from customers about products and services, which can be valuable for product development and improvement.