

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?
 - Lead Source_Welingak Website
 - Total Time Spent on Website
 - Lead Source_Reference
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?
 - Lead Source_Reference
 - Lead Source_Welingak Website
 - Last Activity_Had a Phone Conversation
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.

A few of the strategies and methods that can be implemented are:

1. Hosting Events
Conducting special online and offline events like webinars, workshops by giving special invites for Hot leads. The events can aim towards giving their audience better insight about the course and provide a platform to answer questions from customers.
2. Live Chat rooms
The company website can make use of a live chat box to interact and guide with leads. Hot leads can be identified by collecting information from the customers and can be nurtured further.
3. Discount Offers
Based on Lead Score Customers can be attracted by giving them personalised discount offers and referral Bonuses
4. The sales team, especially the interns can make use of social media to do an unofficial campaign in mediums like linkedin, Facebook, twitter, whatsapp, etc.(eg. The interns can post something very casual about the company, their

experience and things like, what the company offers to new learners, etc; this would attract potential leads among the individuals Friend circle) .New interns can also be offered referral bonus attained through social media campaigning.

5. Free trials of the course or preview can be offered to hot leads which would attract the lead to convert.
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.
 1. The Sales team can increase the cut off rate to a very high value and focus on high conversion probability customers.
 2. Focus more on Referrals, as they have more chance of being a hot lead.
 3. Identify people who spent more time on their platform. Pursue them for lead conversion.
 4. Target Working Professionals through their organization.
Marketing courses that are specific to an organization domain.
 5. Social Pages of the company can be used to write out informative blogs and writings. Testaments of previous learners can be posted with permission.