

Lead Scoring Case Study Assignment Answers

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

The top three variables in the logistic regression model that contribute most towards the probability of a lead getting converted are:

1. Total Time Spent on Website: This variable indicates the amount of time a lead spends on the website. Leads who spend more time on the website are more likely to convert.
2. Page Views Per Visit: This variable represents the average number of pages viewed per visit. Leads who view more pages per visit are more engaged and have a higher probability of conversion.
3. TotalVisits: This variable indicates the total number of visits made by a lead. Leads with a higher number of visits are more likely to convert as they show consistent interest.

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?

The top three categorical/dummy variables in the model that should be focused on to increase the probability of lead conversion are:

1. Lead Source_Reference: Leads that come through references have a higher probability of conversion. Focusing on referral programs can help increase conversions.
2. What is your current occupation_Working Professional: Leads who are working professionals are more likely to convert. Tailoring marketing strategies to target working professionals can improve conversion rates.
3. Specialization_Human Resource Management: Leads with a specialization in Human Resource Management have a higher probability of conversion. Creating targeted content and offers for this specialization can enhance conversions.

3. Suggest a good strategy for aggressive lead conversion during the intern hiring phase.

Strategy for Aggressive Lead Conversion:

1. Prioritize High-Scoring Leads: Use the lead scores generated by the model to prioritize leads with the highest scores. These leads have the highest probability of conversion and should be contacted first.
2. Allocate Interns to High-Scoring Leads: Assign the interns to focus on calling and following up with the high-scoring leads. This ensures that the most promising leads receive immediate attention.
3. Personalized Communication: Train interns to use personalized communication strategies when contacting leads. Addressing leads by their name and referring to their specific interests can increase the chances of conversion.
4. Follow-Up Schedule: Implement a structured follow-up schedule to ensure that leads are contacted multiple times if necessary. Persistence can lead to higher conversion rates.

4. Suggest a strategy for minimizing useless phone calls when the company reaches its target for a quarter before the deadline.

Strategy for Minimizing Useless Phone Calls:

1. Focus on Low-Scoring Leads: Use the lead scores to identify leads with lower probabilities of conversion. These leads can be deprioritized for phone calls during this period.
2. Automated Communication: Implement automated email or SMS campaigns to engage with low-scoring leads. This allows the sales team to maintain contact without making phone calls.
3. Content Marketing: Develop and share valuable content (e.g., blog posts, webinars, e-books) that can nurture low-scoring leads over time. This can help keep leads engaged without direct phone calls.
4. Data Analysis: Use this period to analyze data and identify trends or patterns in lead behavior. This can provide insights for future marketing strategies and improve overall lead conversion processes.