

Lead Score Subjective Answers

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

Time spent on the website

1. Positive Impact
2. Increased duration on the website directly correlates with a higher chance of lead conversion into a customer.
3. Priority Focus
4. The sales team should prioritise leads that have spent more time on the website.

Lead Source_Reference

1. Positive Impact
2. When a lead originates from a reference, there is an increased likelihood of conversion.
3. Reasons for Success:
4. Referrals offer not only cashbacks but also assurances from trusted current users and friends.
5. Strategic Focus:
6. The sales team should prioritize leads sourced through references.

Current occupation_Student

1. Negative Impact
2. If the lead is already enrolled as a student, the likelihood of them pursuing an additional course tailored for working professionals is low.
3. Implication for Sales Team:
4. Such leads should not be prioritised by the sales team.

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 variables in the model are -

- Lead Origin Lead Add Form
- Last Activity_Others
- Last Notable Activity_Unreachable

The choice of Lead Source appears to be crucial in identifying leads with an increased likelihood of conversion.

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.

1. Prioritise leads with significant engagement on X-Education site (Total Time Spent on Website).
2. Target leads with frequent site visits (Page Views Per Visit), acknowledging that they may be comparing courses from other platforms.
3. Interns should adopt a more assertive approach, emphasising competitive advantages of X-Education to stand out.
4. Prioritise leads sourced from References, as they have a higher likelihood of conversion.
5. While approaching students is acceptable, recognize a lower conversion probability due to the industry-based nature of the course.
6. The industry focus can, however, serve as motivation for students to strive for industry readiness upon completing their education.

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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.

1. Avoid prioritising unemployed leads, as they may lack the financial resources to invest in the course.
2. Deprioritize students, considering their current academic commitments and a potential reluctance to enrol in a course tailored for working professionals early in their academic journey.

