Lead Score Case Study for X Education: Subjective Question answer

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

Answer:
- Total Time Spent on Website: This variable is highly indicative of lead conversion. The longer a lead spends on the website, the more likely they are to convert.
- Lead Origin_Lead Add Form: Leads originating from the lead add form show a higher likelihood of conversion, possibly indicating high intent.
- What is your current occupation_Working Professional: Working professionals are more likely to convert compared to other occupation categories, suggesting higher motivation or ability to purchase.

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:
- Lead Origin_Lead Add Form: As mentioned above, this variable significantly influences lead conversion and should be focused on.
- Lead Source_Google: Leads coming from Google searches have a good conversion rate, indicating the effectiveness of search engine optimization and marketing.
- Lead Source_Direct Traffic: This indicates that leads who directly visit the website without any referral show a higher 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. Suggest a good strategy they should employ at this stage.**

Answer:
- Prioritize High-Scoring Leads: Focus on leads with high lead scores, as these are more likely to convert. Utilize the predictive power of the model to identify leads most likely to respond positively.
- Enhanced Engagement: Use interns to engage leads through personalized emails, calls, or chat support, particularly targeting leads sourced from Google, direct traffic, and those identified as working professionals.
- Special Promotions: Offer limited-time promotions or incentives during this period to encourage quick decision-making from potential leads.

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:
- Increase Lead Score Threshold: Temporarily increase the lead score threshold for making calls. Only engage with leads having a very high probability of conversion as indicated by the model.
- Automated Nurturing: Implement automated nurturing campaigns (like targeted emails or educational content) for leads that do not meet the high threshold, keeping them warm for future engagement.
- Resource Reallocation: Redirect the sales team's efforts to other productive activities like market research or preparing strategies for upcoming quarters, ensuring that their time is optimally utilized.