

Lead Scoring Case Study

Subjective Questions

Submitted By:

Prerna Gupta (prerna.gupta1792@gmail.com)

Ruchi Rawat (ruchi93rawat@gmail.com)

Siddharth Aher (siddaher479@gmail.com)

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

ANSWER: Lead Origin_Lead Add Form
What is your current occupation_Working Professional
Lead Source_Welingak Website

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
Lead Source_Welingak Website
Last Activity_Other_Activity

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.

ANSWER: Phone calls must be done to people:
If they are working professional.
If they are spending lot of the time on website.
There last activity is through SMS or OLARK chat conversion.

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: In this condition they need to focus on methods like automated mails and SMS to leads which have high score.