

## LEAD SCORING CASE STUDY

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

**Ans:** As per our observation top three variables in our model are:

- i. Time Spent on Website
- ii. Working Professional
- iii. Olark Chat (Lead Score)

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

**Ans:** As per our observation top 3 categorical/dummy variables in our model are:

- i. Olark Chat (Lead Score)
- ii. Lead Add Form (Lead Origin)
- iii. Working Professional (What is your current occupation)

3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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.

**Ans:** As our optimal threshold is 0.31 Interns should focus on Leads who have spent most time on website. Those who have filled Lead Add form and the source is Olark Chat are target group for Sales team. Interns could focus on working professionals as they are more likely to get converted, avoid students as they are unlikely to be converted. We could skip people who are already converted to Lead or lead whose emails are bounced.

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.

**Ans:** X-Education could include following:

- i. Chatbot, that could resolve FAQs.

- ii. Responsive Web Design so that most of the info are present at hand.
- iii. Automatic email response for Working Professionals.