

# Lead Scoring Case Study

## Subjective Question/Answers

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

**Ans:** The top three variables which contribute towards the probability of a lead getting converted are,

- Total Time Spent on Website (+vely)
- Lead Origin\_Lead Add Form (+vely)
- Lead Source\_Direct Traffic (-vely)

**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:** 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 are,

- Lead Origin\_Lead Add Form (+vely)
- Lead Source\_Direct Traffic (-vely)
- Lead Source\_Welingak Website (+vely)

**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 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:** Phone calls must be done to people if:

- They spend a lot of time on the website, and this can be done by making the website a little more attractive.
- They are seen coming back to the website repeatedly meaning people with large number of visits
- Their lead source is through Lead-Add Form or through Olark chat conversation or through Google.
- They are working professionals.

**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 is extremely necessary, i.e., they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

**Ans:** In this stage when we do not want to make calls, we can use a method called automated mails. In the mails we can give a brief description about the course and placements about the course. And another method we can do is by increasing the advertisement through search engines and social media. By this way we can increase the lead conversion probability without making phone calls.