Subjective Assignments – Lead Scoring Case Study

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

Answer: The top three variables based on the final model that contribute most towards the probability of a lead getting converted are:

1. Lead Origin Lead Add Form   3.306135
2. Last Activity Had a Phone Conversation   1.519508
3. Total Time Spent on Website   1.076119

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

Answer: the top 3 categorical/dummy variables in the model that should be focused the most on to increase the probability of lead conversion are:

a. Last Activity Email Link Clicked   -1.060514

The last Activity Form Submitted on the Website has negative coefficients. By Enhancing email campaigns and ensuring that links are compelling and lead to relevant, user-friendly landing pages.

b. Lead Origin_Landing Page Submission   -0.629927

Since Lead Origin_Landing Page Submission has a negative coefficient, By, evaluating the landing page submission process. Optimize the design and content of your landing pages to encourage conversions

c. Last Activity_Form Submitted on Website   -1.055841

"Last Activity_Form Submitted on Website" has a negative coefficient, By, evaluating the form submission process. Optimize the fields and design of forms to encourage conversions

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Answer: At this stage, the main target is to increase lead conversion in minimal time by utilizing the intern's bandwidth effectively. Here are the some of strategies I am considering at this stage:

a. High Probability Leads: Set a clear Priority for High Probability / High Score leads from the Model predictions for Interns to focus on.
b. Time Optimisation: Analyse Historical Data to find the most effective times to contact leads (Including timezone consideration) and guide Interns for Time Optimization so that leads are more likely available to respond.
c. Training and Monitoring: Conduct regular training programs for Interns on communication, sales process, and product/services including personalized Communication to leads by creating email drafts/call scripts in advance.
d. Feedback loop with Data Analysts/Data Scientists: Establish the feedback loop between the sales team and data analysts/data scientists to continuously improve the model predictions by incorporating the sales team's insight to refine the training logistic regression model.

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 aims 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: At this stage, the main target is to increase innovation, learn from previous experience, and create a feedback loop for future sales strategies/processes to increase the leads conversation faster with less communication overhead via phone calls or synchronous mails. Here are the some of strategies I am considering at this stage:

e. **Build ChatBot, Messaging Platforms, and Automated Emails**: For customers to interact in real-time so that basic queries are addressed

automatically focus on building the messaging platforms, ChatBots and also creating templates/schedules for automated email responses. This helps to reduce the phone calls significantly.

f. **Customer Portals/Community Forums:** Enhance customer portals where they can access information, track orders, and find resources. This reduces the need for direct communication while providing a self-service option. Also, participate in community forums related to the industry. This helps to reduce the phone calls significantly.

g. **Data Analysis, Reviews, and Customer Segmentation**: In Collaboration with Analysts/ Data Scientists perform an analysis of the sales data to understand the factors that contributed to the early achievement of the quarterly target by Identifying patterns and trends in customer behavior, successful sales strategies, and market dynamics. Also, Consider deploying clustering machine learning models to segment the customer base based on various criteria, such as industry, location, or product preferences and hence tuning the Sales Strategy/Process accordingly. This strategy helps to meet the Leads Conversion Quarterly target faster.