

## LEAD SCORING CASE STUDY ANSWERS

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

ANS:

- Firstly, **Total Visits** contributes Positively and Higher Total number of Visits to platform tends to higher probability of the lead converting into a customer
- Secondly, **Total Time Spent** on Website directly proportional to the Positive contribution and Higher the time spent on the website, higher the probability of the lead converting into a customer and if the sales team focus on such leads would also leads to conversion of lead
- Lastly, **Lead Source** is also a notable feature which should be focused.

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?

ANS:

1. Lead Origin\_Lead Add Form
2. Lead Source\_Olark Chat
3. Last Activity\_Had a Phone Conversation

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.

ANS:

1. Time spent on site, total visits, leads reference..... are some of the features that should be consider while constructing a model.
2. A readymade model should be provided to Interns.
3. Start making follow up calls and SMS, and Try to be friendly with them and look into their financial problem.
4. Give your best to prove that this platform will be going to aid their financial problems.

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:

1. As unemployed leads do not have enough budgets, so do not make any efforts on them.
2. Do not focus on students, as they are already studying they may not show interest, only focus on the working potentials.