

SAHIL NIRANJAN
Lead Scoring Assignment

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

- Website Engagement Duration:
Valuable impact
The greater the time users spend on the website, the greater the likelihood of transforming leads into customers.
The sales team should prioritise these leads.
- Lead Source_Reference: Valuable input
There is a greater chance that a lead will convert if it comes through a referral because they offer not only cutbacks but also assurances from friends and previous customers who are generally trustworthy. The sales staff should prioritise these leads.
- What do you do for a living now? Student: Negative contribution
If the lead is already enrolled, it is likely that they won't join up for another course meant for working professionals.
The sales team shouldn't concentrate on these leads

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?

- Lead Source_Reference
- Lead Source_Social Media
- Lead Source_Olark Chat

It would appear that the Lead Source is crucial for finding leads with a higher likelihood of conversion.

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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.

Target visitors to the X-Education website who spend a lot of time there (Total Time Spent on Website)

- Identify leads who frequent the site frequently (Page Views Per Visit). However, given the frequency of visits, it's possible that they're doing so to compare courses from other websites. Therefore, the interns need to be a little more assertive and make sure that competitive areas where X-Education is superior are clearly highlighted.
- Focus on generating leads from references as they are more likely to convert.
- Students can be addressed, but because the course is industry-based, their likelihood of converting will be reduced. The motivation to ensure industrial preparedness by the time they finish school, though, can come from this.

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.

- Avoid focusing on leads who are unemployed. They might not have any money set up to pay for the course.
- Don't concentrate on students because they are already in school and wouldn't want to sign up for a course that was specifically created for working professionals so early in the term.

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