

# SUBJECTIVE QUESTIONS AND ANSWERS

## LEAD SCORING

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

**Solution:**

- Lead Origin\_Lead Add Form
- Last Activity\_Olark Chat Conversation
- Total Time Spent on Website

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?

**Solution:**

- Lead Origin\_Lead Add Form
- Lead Source\_Olark Chat Conversation
- Last Notable Activity\_Unsubscribed

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.

**Solution:**

- Prioritize Potential Leads: Utilize the Last Notable Activity features, especially focusing on the following:

Last Notable Activity\_SMS Sent: Leverage this channel to reach out to potential leads who have shown interest in the past. Prioritize leads who have received SMS notifications as they might be more responsive.

- Utilize Lead Origin and Source Information:

Lead Origin\_Lead Add Form: Leads generated from this source tend to be more promising. Allocate resources to follow up with these leads promptly.

Lead Source\_Olark Chat: Engage with leads who came through the Olark Chat source. They might have shown interest in direct interactions.

- Focus on Total Time Spent on Website:

Leads who have spent more time on the website might have a higher inclination towards the services. Make the website more interactive. Prioritize reaching out to these leads.

- Target Working Professionals:

Individuals categorized as 'Working Professionals' and 'Unemployed' in the occupation field might have varying responses. Customize the communication strategy accordingly.

- Engage in Personalized Conversations:

Utilize Last Activity\_Olark Chat Conversation to initiate personalized conversations with leads. These interactions might be crucial for higher engagement.

By combining these strategies and leveraging the identified features, the sales team can optimize their efforts during this crucial period, focusing on potential leads and utilizing different communication channels to maximize lead conversion.

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.

**Solution:**

- Focus on Non-Phone Call Activities:

Utilize features like Last Notable Activity\_SMS Sent and Last Notable Activity\_Unreachable to prioritize communication channels other than phone calls. This could include email follow-ups or targeted online campaigns.

- Target Lead Source and Origin:

Allocate resources to engage with leads based on their origin and source. Prioritize activities that do not involve direct phone calls:

Lead Origin\_Lead Add Form: These leads might respond better to personalized follow-ups via emails or targeted advertisements.

Lead Source\_Olark Chat: Engage through non-phone channels such as live chat or follow-up emails for these leads.

- Website Interaction:

Continue engaging leads who have spent considerable time on the website.

- Limit Unnecessary Phone Calls:

Identify the leads who have previously shown no interest or have been tagged as unreachable. Minimize phone calls to these segments during this period to avoid potential irritation or unresponsiveness.

- Shift Focus to New Work:

Encourage the sales team to engage in new projects or tasks that would benefit the company, such as market research, product development, or exploring innovative sales strategies.