

## Lead Scoring Case Study

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

Answer: Based upon the model built for lead scoring case study, the top three variables which contribute most towards the probability of a lead getting converted are:

- i. **What is your current occupation:** Unemployed- has more probability of getting converted
- ii. **Total time spent on website:** The higher the time spent on the website increases the probability of the lead getting converted into the customer.
- iii. **Last Activity:** SMS sent, followed by Email Opened
- iv. **Lead Source:** Google, followed by Direct Traffic

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?

Answer: The sales team should focus on the below mentioned top 3 categorical/ dummy variables to increase the probability of lead conversion

- i. **Lead origin:** Lead add form
- ii. **Lead activity:** SMS sent
- iii. **Lead source:** Olark chat

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.

Answer: The sales team should use the interns for aggressive calling to the following potential leads to convert them into customer.

- i. **Total Time spent on website:** They should target leads who spend more time on the website of X-Education. The content team should make the website more intriguing and interesting so that leads should visit the site more often.
- ii. **Total number of Visits:** They should target the leads that visits the X-Education website more often as they might be comparing with other website and are more interested in X-Education
- iii. **Lead Source:** Google is the most used source for most of the leads so the Digital marketing team should focus on X-Education website ranking and converting the leads. Phone calls should be made to these leads
- iv. **Last Activity:** concentrate more on leads whose last activity is either sms sent or email opened. As they are most probability to get converted

- v. **Occupation:** The leads who are unemployed or 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'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: The company should make its content more interesting so that more people visiting once should revisit more often. The digital marketing team should work more efficiently to create more leads by SMS and email campaigns as well as making the X-Education website on top ranks of Google.