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?

   - **Tags**
   - **What is your current occupation**
   - **Last Activity**

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?

   - **Tags_Lost to EINS**
   - **Tags_Closed by Horizzon**
   - **What is your current occupation_Working Professional**

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.

   - **Target leads that are potential candidates for losing out to EINS**
   - **Target leads that were closed by Horizzon in the past**
   - **Target leads that are Working Professionals who would be looking for upskilling for their next role**
   - **Target leads that have been engaged over SMS**
   - **Target leads for those who are reluctant to disclose their profession or even Unemployed or Students who could be looking for upskilling to launch their professional career & be industry ready by the time they complete their education**

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.

   - **Invest time only on Working Professionals to be precise as they are the ones who could respond to phone calls & can afford to take up the courses**
   - **Avoid chasing Unemployed/ Students during this time as they might need additional time to respond/ decide**