

Lead Scoring Case Study Subjective Question's Answers

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

Answer: It was found that the variable that mattered the most in the potential buyers are:

- 1) Total Visit
- 2) Total Time Spent on Website
- 3) Page Views Per Visit

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 top three categorical/dummy variables in the model that focused the most on in order to increase the probability of lead conversion are:

- 1) Lead Origin
- 2) Lead Source
- 3) Do Not Email

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 good strategy to employ at this stage to make almost all the potential leads to be converted is to focus on below Continuous and Categories or dummy variables as these features are impacting more on a potential lead to be converted.

- Total Time on Website
- Total Visits
- Lead Source with elements Olark Chat
- Last Activity with elements SMS Sent

And not to give more importance to the below Categorical Variables. Because as it's Coefficient value shows negative values and also these variables have very lower chance to get converted for which you don't to utilize your effort as our goal is to make most of the customers converted.

- Lead Origin API
- Lead Origin Landing Page Submission
- Lead Origin Lead Import
- Last Activity Email Bounced
- Last Activity Olark Chat Conversation

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: Following are a few strategies they should employ at this stage:

- 1) The company has to introduce some new things like Auto response email, so that people can get an immediate response.

2) Can use chatbot on the website, so that people will be more interested to know about the company and that chatbots can provide all the common required info.

3) Can send e-mail or posts about the new work or existing available programs/courses to other people to keep in touch with them