

Executive Summary

Lead Scoring Case Study

In the pursuit of business growth, the company should prioritize its lead generation strategies based on conversion probabilities. Leads from 'TotalVisits' are the most promising, as their high visit frequency indicates a strong interest in the company's offerings. These leads have the highest conversion probability and should be contacted immediately. The second most promising leads are those generated from 'Total Time Spent on Website'. The duration of their visits suggests a keen interest in the company's products or services, making them likely candidates for conversion.

Leads originating from the 'Lead Origin_lead add form' have explicitly expressed interest, making them the third most likely to convert. Similarly, leads from 'What is your current occupation_working professional' have a good conversion chance, indicating that professionals find the company's offerings relevant to their needs. 'Lead Source_welingak website' leads also have a decent conversion chance, suggesting that the company's website effectively attracts potential customers. Furthermore, leads from 'Last Notable Activity_unreachable' were not contacted initially, but a follow-up call could yield positive results.

Additionally, 'Lead Source_olark chat' leads might have some interest, as indicated by their engagement on the chat platform. Moreover, leads from 'Last Activity_sms sent' responded to the company's messages, suggesting that a follow-up call might tip the balance towards conversion. However, leads from 'Do Not Email_yes' and 'Last Activity_olark chat conversation' have expressed disinterest and should not be contacted, as it would waste both the company's resources and the customer's time.

In summary, the company should strategize its lead generation efforts based on the source and activity of the leads, focusing on those with the highest conversion probabilities while respecting the wishes of those who have expressed disinterest.

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