

Lead Scoring Assignment – Subjective Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 1. Total time spent on website
 2. Will revert after reading the email
 3. Tags_others
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?

1. Tags_Will revert after reading the email
2. Tags_others
3. Lead Origin_Lead Add Form

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.

The final predictions are made against the test data. So you need to consider all the data points that are predicted as 1 by the model and divide that list among the 10 interns that are available. Since there are 2 months to exhaust the list, it is ideal a plan to be executed with milestones. The proposed strategy is to leave 2 weeks at the end to more aggressively call leads that we can assure they will join the program. The balance 6 weeks should be segregated to days and also a daily target should be given to all interns to call and convince the customers to join the program. Promising customers should be made a note of and kept for last 2 week aggressive follow-up session. If they convert within this 6 week period, then it will be ideal for X Education. The company should focus on providing incentives for the interns for every conversion they make.

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.

Once the company has reached its targets, then they should focus on improvements to their marketing channels. They can use following suggestions;

- Develop the website to capture critical information and make those fields mandatory for the customers not to skip data.
- Look at strategies like AB testing to see which functions are more attractive to convert customers.
- They can work on improving digital marketing strategies. Place ads in major social media platforms to target the next intake. These ads should reach on timelines, stories and in video streams to reach more leads.
- Since the reach is vastly in India, they can expand the operations to capture more market in foreign destinations. Can even have physical informative sessions in prominent locations such as Dubai, USA etc. to get the working professionals to enroll at a fraction of cost compared to the tuition fees in those countries.