

Lead Scoring – Subjective Questions

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

The top three variables in the model are –

- Lead Origin_Lead Add Form
- Last Activity_Others
- What is your current occupation_Working Professional

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?

The top 3 categorical variables are –

- Lead Origin_Lead Add Form
- Last Activity_Others
- 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.

The phone calls should be made to the following users to convert them –

- If the person is a working professional.
- Should focus on the users whose Lead Origin is Lead Add Form.
- Should focus on the users whose Lead Source is the Welingak Website.
- The last activity against the user's profile is "SMS Sent".
- Users who spend a substantial time on the website can also be reached out to.

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.

- The Website can be focused on. Website can be improved, as users who spend substantial time on the website can be converted.
- The Olark Chat should be focused, as there is a chance of conversion.
- More focus should be on automated emails and SMSs.