

Lead Scoring Case Study- Subjective Questions:

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

Answer: Below are the top three variables which contributed most towards the result:

- Total Visits
- Total time spent on Website
- Page view 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 to focus in order to increase probability are:

- Lead source- Google
- Lead source- Direct Traffic
- Lead Source- Organic Search

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: To make a lead conversion more aggressive during the intern hiring period, X education can employ below strategies;

- Focus on lead with higher potential like- Total visit, Total time spent, lead source- google which has a higher chances of conversion.
- Influence powerful communication- We should focus on the leads where we sent the emails or messages and they have opened our emails are more likely to convert.
- References- References are the low hanging fruits. During our intern period we should focus and do more work towards this lead source.
- Unemployed- We have seen that in current occupation unemployed has around 50% of conversion rate, so it will be a better decision to dedicate a suitable time to work on unemployed, while our interning period.

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: During this time, the sales team can focus on below tasks:

- They will target the hot leads who are yet to be converted or on the verge of conversion.
- Focus on lead nurturing through emails or automated messages.
- Rule out the cold leads and identify the warm leads to work in future.

This way they can minimize the rate of useless phone calls and can dedicate their time on the new works.