

## **Lead Scoring Case Study Subjective Questions and Answers:**

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

**Answer:** The top three variables that significantly influence the likelihood of a lead getting converted are:

- **Total Time Spent on Website:** Leads who spend more time browsing the website are more likely to convert.
- **Total Visits:** A higher number of visits to the website increases the chances of leads conversion.
- **Lead Source (Google):** Leads originating from Google searches are more likely to convert compared to other sources.

**2. What are the top 3 categorical/dummy variables in the model that should be focused on the most to increase the probability of lead conversion?**

**Answer:** The top three categorical/dummy variables that can be leveraged to increase lead conversion are:

- **Lead Source (Google):** Leads coming from Google are more likely to convert, so focusing on enhancing this channel can improve conversion rates.
- **Lead Source (Direct Traffic):** Direct traffic often includes leads who are already familiar with the brand, making them more likely to convert.
- **Lead Source (Organic Search):** Organic search leads, who find the company through unpaid search results, also show a higher likelihood of conversion.

**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 lead conversion more aggressive. They want to convert almost all potential leads (i.e., those**

**predicted as 1 by the model) and wish to make phone calls to as many such people as possible. Suggest a good strategy they should employ at this stage.**

**Answer:** During this aggressive conversion phase, the strategy should focus on making targeted phone calls to leads with the following characteristics:

- **High Engagement:** Leads who have spent significant time on the website should be prioritized, as they are likely more interested in the offerings.
- **Repeat Visits:** Leads who repeatedly visit the website demonstrate ongoing interest, making them strong candidates for conversion.
- **Recent Interactions:** Leads whose last interactions were through SMS or Olark chat should be contacted, as they are currently engaged with the brand.
- **Professional Background:** Target working professionals, as they are more likely to see value in the courses offered and convert.

**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 new work. The aim is to minimize phone calls unless absolutely necessary. Suggest a strategy they should employ at this stage.**

**Answer:** When the company reaches its quarterly targets early, the strategy should focus on reducing unnecessary phone calls by:

- **Automated Communications:** Rely more on automated emails and SMS to keep leads engaged without direct sales intervention.
- **Selective Calling:** Reserve phone calls for leads with an exceptionally high probability of conversion, based on the model's predictions.
- **Alternative Engagement:** Explore other avenues of engagement, such as personalized content or targeted online ads, to maintain lead interest without direct contact.