

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?**

Ans : - Top 3 Variables contributing towards our logistic regression models are :

- i. Tags
- ii. Lead Source
- iii. Lead Quality

- 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?**

Ans :- Top 3 categorical/dummy variables to be focused more are :

- i. Tags_Lost to EINS with correlation coefficient 6.0285
- ii. Lead Quality_worst having coefficient value of -5.7068 (absolute value 5.7068)
- iii. Lead Origin_Lead Import with coefficient as -3.6312 (absolute value 3.6312)

- 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.**

Ans :- From the logistic regression model we can conclude following points improve the conversion rate :

1. Most of the leads are incoming from Google or Direct Traffic so X education employees should be more focused on these leads. Also leads obtained from 'Reference' have higher conversion rate so they should be taken care well.
2. Leads which are spending much time (Total time spent on website) X education's site and has viewed more pages should be targeted
3. For working professional conversion rate is quite good so X education should focus on working professionals and leverage them with flexibility of their policies.
4. Most of the leads are coming from Unemployed/Students section, provide them better offer and support.

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.

Ans :- Following steps can be taken:

1. Should not focus much on Unemployed/Student leads as their conversion ratio is quite low, also they may not afford this course due to obvious reasons.
2. Employees should focus Lead Quality i.e. follow up only if they have high probability of converting i.e. "Might be" category.
3. Should focus only on leads which have confirmed to revert i.e. "Will revert after reading email" and "SMS Sent" tags.