

## LEAD SCORING CASE STUDY Subjective Questions

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- 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 that contribute most towards the probability of a lead getting converted are:

- Lead Origin (Lead Add Form) - positive effect, so probability of being a hot lead increase the most if lead origin is 'Lead Add Form'
- Lead Origin (Landing Page Submission) - negative effect, so probability of being a hot lead decrease the most if lead origin is 'Lead Page Submission'
- Lead Origin (API) - negative effect, so probability of being a hot lead reduce if lead origin is 'API'

- 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 three categorical/dummy variables in the model that should be focused more to increase the lead conversion probability were:

- Lead Origin\_Lead Add Form - positive effect, coefficient being 4.23
- Lead Origin\_Landing Page Submission - negative effect, coefficient being -2.10
- Lead Origin\_API - negative effect, coefficient being -1.63

- 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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

The predictions made by our model were based on the approach that a high Sensitivity should be reached so that all potential leads could be identified for certain and it would be acceptable to identify some of the cold leads as hot but not vice-versa. So the approach was to definitely identify all of the Hot leads.

If the company wants to make the lead conversion more aggressive they can make use of the Lead Score (a field created to help the sales team understand in what order they should prioritise calling customers).

Until now the interns had joined, the sales team was focussing on calling persons with a lead score >24 but now since they have more manpower to contact more persons, they can ask the interns to start contacting those with lead score less than 24, in decreasing order of Lead Scores.

- 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 Sales team during such a time should focus on contacting customers who have an intermediate lead score, this would mean that they are customers who have a potential of being converted but would require some persuasion, whereas the customers with a high lead score likely don't need contacting during this time as they are customers who are probable to enroll in the programs themselves, and don't require a lot of convincing.