

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?
 - 1) **Total Time Spent on Website (Welingak)** was beneficial. The likelihood of a lead becoming a customer increase as website time increases. The sales team should prioritise these leads.
 - 2) **Lead Source_Reference** also gave Valuable input. There is a greater chance that a lead will convert if it comes through a referral because they not only offer cashbacks but also assurances from friends and previous customers who are generally trustworthy. The sales staff should prioritise these leads.
 - 3) **Current_occupation_Student** having Negative contribution. If the lead is already enrolled, it is likely that they won't join up for another course meant for working professionals. The sales team shouldn't concentrate on these leads
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?
 - 1) Lead Source_Olark Chat
 - 2) Lead Source_Reference
 - 3) Lead Source_Welingak Website

It would appear that the Lead Source is crucial for finding leads with 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 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.
 - 1) **X-Education website visitors** who spend a lot of time there should be targeted. Target website visitors with high page views per visit (leads). Nevertheless, given the frequency of visits, it's possible that they're doing so in order to compare the courses offered by the various websites. In order to ensure that competitive areas where X-Education is superior are clearly highlighted, interns should be a little more aggressive.
 - 2) Target leads who came **through references** as they are more likely to convert.
 - 3) Because the course is industry-based, **students can be addressed, but their likelihood of converting will be reduced**. To ensure market preparedness by the time students finish their school, however, this might also serve as motivation.
 - 4) The **current working professionals** are more likely to get converted.

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.

In this situation, they should concentrate more on alternative strategies such as **automated emails** and **SMS**. Calling won't be necessary unless it's an emergency this way. The aforementioned tactic can be applied, but only with clients that have a very high likelihood of purchasing the course.