LEAD SCORING CASE STUDY

GROUP MEMBERS
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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?

   Answer: According to the coefficient values in the screenshot below, the top three variables that most influence the likelihood of a lead converting are:
   - ❖ Tags_Closed by Horizzon – 7.23
   - ❖ Tags_Lost to EINS – 6.22
   - ❖ Tags_Will revert after reading the email – 4.74

	coef	std err	z	P>|z|	[0.025	0.975]
const	-1.6934	0.097	-17.501	0.000	-1.883	-1.504
Total Time Spent on Website	1.0738	0.060	17.823	0.000	0.956	1.192
Lead Origin_Lead Add Form	2.2624	0.452	5.001	0.000	1.376	3.149
Lead Source_Olark Chat	1.1446	0.145	7.881	0.000	0.860	1.429
Lead Source_Welingak Website	3.2351	0.858	3.770	0.000	1.553	4.917
Last Activity_SMS Sent	2.0926	0.117	17.846	0.000	1.863	2.322
Last Notable Activity_Email Link Clicked	-1.3477	0.483	-2.792	0.005	-2.294	-0.401
Last Notable Activity_Modified	-1.6302	0.125	-12.990	0.000	-1.876	-1.384
Tags_Closed by Horizzon	7.2333	1.021	7.088	0.000	5.233	9.233
Tags_Interested in other courses	-1.7713	0.356	-4.970	0.000	-2.470	-1.073
Tags_Lost to EINS	6.2264	0.733	8.495	0.000	4.790	7.663
Tags_Other_Tags	-2.1430	0.231	-9.282	0.000	-2.596	-1.691
Tags_Ringing	-3.6101	0.253	-14.249	0.000	-4.107	-3.113
Tags_Will revert after reading the email	4.7428	0.202	23.428	0.000	4.346	5.140
Tags_switched off	-4.3438	0.743	-5.848	0.000	-5.800	-2.888

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: Based on the coefficient values in the screenshot above, these are the top three categorical/dummy variables to prioritize in order to boost the probability of lead conversion:
   - ❖ Tags_Closed by Horizzon - 7.23
   - ❖ Tags_Lost to EINS – 6.22
   - ❖ Tags_Will revert after reading the email – 4.74

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 enhance lead conversion during the intern-hiring period, X Education can can employ the following strategy based on the given variables and their coefficients:

   - ➤ Focus on leads with high potential: Based on the given coefficients, leads from the following sources have a higher likelihood of conversion:
     Tags_Closed by Horizzon – 7.23
     Tags_Lost to EINS – 6.22
     Tags_Will revert after reading the email – 4.74

   - ➤ Leads who have been using Welingak Website and Lead Add form submitted are also more likely to convert. The coefficients for Lead Source_Welingak Website and Lead Origin_Lead Add Form are 3.2351 and 2.2624, respectively. Therefore, the sales team should prioritize calling leads who have been using Welingak Website or filled form.

   - ➤ Total Time Spent on the Website and also Leads who have been sent SMS messages is also a good indicator of the lead's interest in X Education's services, with a coefficient of 1.0738 and 2.0926, respectively. Therefore, the sales team should also prioritize calling leads who have spent a significant amount of time on the website as well as leads who have been sent SMS messages.

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:
   - ❖ Avoid targeting unemployed leads, as they may lack the budget to invest in the course
   - ❖ Avoid targeting students, as they are already engaged in their studies and are unlikely to enroll in a course specifically designed for working professionals at this stage.
   - ❖ Leads that have opted for 'Do Not Email' should not be contacted again. Also, based on previous chat conversations, leads labeled as 'Might be' or 'Worst' can be ignored.
   - ❖ Leads who shared their contact number through the website or email but are marked as 'Busy' or 'Ringing' (not answering calls) can also be disregarded, as they are less likely to convert.