

Lead Scoring Case Study – Subjective Questions Answers

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Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Answer: These are the top variables that contribute most towards the probability of a lead getting converted

- Total Time Spent on Website
- Total Visits
- Lead Source with elements Google

Q2. 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: Top 3 Categorical/Dummy variables to increase probability are:

- Lead Source with elements Google
- Lead Source with elements direct traffic
- Lead Source with elements organic search

Q3. 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: Phone calls must be done to people if:

- They spend a lot of time on the website, which can be increased by making it engaging and enticing them to return.
- They are spotted returning to the website on a regular basis
- Their most recent action was via SMS or an Olark chat session
- They are working professionals

Q4. 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: In this situation, they should concentrate on other tactics such as automated emails, and SMS. Even, nowadays therefore also technology of auto-dialer to reach out to the customer where it does not require to have any employee or support team. For basic queries, they can implement ChatBot for handle common queries related to the course. This way, unless it's an emergency, they won't have to call. Therefore, mentioned method can be employed with consumers who have a high probability of purchasing the course