

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] The top 3 variables which contribute the most to the model are:

- **Lead Origin_Lead Add Form:** Leads that are originated from the Lead Add Form tend to convert more when compared to another source of origin. Almost 92% of leads from this origin convert.
- **Lead Source_Welingak Website:** Leads that are sourced from the Welingak website have a 98% chance of conversion. During the busy period for the sales team, these are the prospects that they can target.
- **Do Not Email:** Leads that are specifically asking not to be mailed are the ones that tend to convert less. Almost 85% of those leads that opted out of communication by E-mail didn't convert

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Ans] The top 3 categorical/dummy variables to be focused on are:

- **Lead Origin_Lead Add Form:** Prospects of this category across other lead origin categories have a high probability of conversion
- **Lead Source_Welingak Website:** Prospects sourcing from Welingak should surely be approached with continuous follow up's
- **Do Not Email:** We can ignore most of the prospects that specifically ask not to be emailed

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] Here are a few suggestions:

- The source from which a lead is approaching the X Education becomes an important criterion. **Prospects approaching X Education via Olark Chat or Welingak Website have high chances of conversion** and will require rigorous follow-ups. **Leads from direct traffic have a very low probability of conversion**, so the team can divert their energy on prospects from other sources

- It is **highly recommended to follow up leads that have originated via the Lead Add form**. They have a very chance of converting
- **Time the prospect is spending on the X Education website** is another criterion that the sales team can consider. The more time lead is spending signifies the more interested they are in taking up the course and hence will require good follow-ups
- **Prospects that choose a specialization while filling the form have more clarity** and have a higher chance of conversion rather than those that leave it blank
- **Working Professionals generally tend to convert more** than students, housewives, etc.
- Keep a check on prospects that are **opting out of Email**. **There are highly unlikely to convert**

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] Here are a few things they should do:

- Call only prospects that are originating from the Lead Add Form
- Approach prospects from Welinkak Website
- Approach only those prospects that are spending high time on X Education website
- Approach Working Professionals and can avoid other leads

Taking all these into consideration, a model was built that assigns a lead score to each prospect. The Sales team can run that model on new prospects and check if the score is greater than 30. If yes, then the prospect will have a 78% chance of a conversion. This will save a lot of time for the sales team as they can focus on leads that have a good chance of conversion.