

## LEAD SCORING CASE STUDY – SUBJECTIVE ANSWERS

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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?

**Ans:**

The top three variables as per the model which contributes most towards the probability of a lead getting converted can be analysed from the following equation:

$$\ln(\text{odds}) = -1.4413 * \text{const} + 0.3705 * \text{TotalVisits} + 1.0398 * \text{Time Spent} - 0.3718 * \text{Page Views Per Visit} - 1.0839 * \text{Lead Origin\_Landing Page Submission} + 0.3144 * \text{Lead Source\_Google} + 0.9973 * \text{Lead Source\_Olark Chat} + 3.0850 * \text{Lead Source\_Reference} + 5.5908 * \text{Lead Source\_Welingak Website} + 1.1069 * \text{Last Activity\_Email Opened} + 1.6183 * \text{Last Activity\_Others} + 2.2572 * \text{Last Activity\_SMS Sent} - 1.1852 * \text{Specialization\_Not Specified} + 2.7073 * \text{Current Occupation\_Working Professional}$$

So the variables are:

- i. Lead Source
- ii. Current Occupation
- iii. Last Activity

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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?

**Ans.**

The top three categorical/dummy variables as per the model which contribute most towards the probability of a lead getting converted are:

- i. Lead Source\_Welingak Website: 5.59
- ii. Lead Source\_Reference: 3.08
- iii. Current Occupation\_Working Professional: 2.71

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.**

Below points are suggested from the business aspects:

- ✓ It's good to collect data often and run the model and get updated with the potential leads. There is a belief that the best time to call your potential leads is within a few hours after the lead shows interest in the courses.
- ✓ As interns will be using this model, they need not to check the website engagement, or source of each and every lead, as the model is giving lead score after all those analysis.
- ✓ It's good to understand the lead from the available profile information and group similar kinds of leads.
- ✓ Along with phone calls, it's good to mail the leads to keep them reminded as email is as powerful as cold calling.
- ✓ While mailing, it is good to send personalized messages for different sets of leads as it will have a positive impact on leads.
- ✓ Generally, it takes 5 - 6 calls to successfully convert a lead, so if we focus on reducing it to 3 to 4 attempts by taking appointments before calling, sending emails, providing the right information, and keeping the leads in touch, there will be more time available which can be used to convert still more leads.

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.

Below are few strategies they should employ at this stage:

- ✓ At times when the company's aim is to not make phone calls, but at the same time if the companies don't want to lose the potential leads, we can narrow down the number of leads to be called by identifying the **"hot leads"** who have higher conversion rate.
- ✓ In our final model, the leads whose lead score is greater than 45% are considered as potential lead. The conversion rate is around 78%.
- ✓ During the time, when the company wants the sales team to focus on some new work, we can just increase the threshold of lead score from 45% to say 95%. The conversion rate increased from 78% to 97%. Since it's easy to convert these hot leads, the time will be saved as well as the potential leads are not lost.
- ✓ Company can offer reward prizes for referral.
- ✓ We can send e-mail about the trending available programs/courses to other people to keep in touch with them.