

LEAD SCORING CASE STUDY

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

The columns " Total Visits ", " Total Time Spent on Website " and " Page Views Per Visit " are the three major columns that contribute most in the conversion of lead.

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?

Top 3 categorical/dummy variables in the model are " Lead Origin with element lead add form ", " Last Activity with element SMS sent " and " Lead Source with element Olark Chat . These should be focused the most on in order to increase the probability of lead 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.

The firm to call people a) If they spend lot of time in the website. b) If they are working professional . With this strategy they can increase the conversion with minimum efforts.

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 that case the firm need to make some AI developed chat which enable the leads to get the doubts clarified. Further the firm may introduce a minimum amount to be paid for the enrolment of the course and with this the firm can concentrate only those who paid as they are most interested, mean while the firm may send some automated mails and messages to the enquired leads to further connect to them.