

Lead Score Case Study

BATCH: DS C62

BATCH ID: 5674

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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?
 - Lead Origin_Lead Add Form
 - Total Time Spent on Website
 - What is your current occupation_Working Professional

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?
 - Lead Origin_Lead Add Form
 - Lead Origin_Lead Add FormLead Origin_Lead Add Form
 - Lead Origin_Landing Page Submission

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: Phone calls must be of:

 - Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
 - Target leads that repeatedly visit the site (Page Views Per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are stringly highlighted.
 - Target leads that have come through References as they have a higher probability of converting
 - Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education

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:

In this condition they need to focus more on other method like SMS or automated e-mails. This way calling won't be required unless it is emergency. The above strategy can be used but with those customers that have a very high chance of buying course.