

Question-Answers

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?

Ans:- The top three variables contributing most towards the probability of lead getting converted are Lead Add Form, Welingak Website, Do Not Email.

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:- Top 3 categorical/dummy variables Lead Add Form, Welingak Website, Olark Chat.

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:- First of all get the list of all the customers which are marked as potential customers then we will check the probability score predicted by model for the customer. Then we will focus on some of the variables which are highly significant on choosing whether the customer will take the course or not and will focus on some of the questions such as,

- 1) Where does the customer get lead from? Good to have answer as 'Landing page submission'.
- 2) What was the lead source? Good to have answer as 'Google', 'Direct Traffic'.
- 3) What is the specialization of customer?
- 4) What is its current occupation?
- 5) Time spent on website? Good to have those customers which have spend time more than 500.
- 6) Checking the last activity of customer? Good to have 'SMS Sent' and 'E-mail Opened'.

We will then check the coefficient of all these values and predict the probability of customer to be converted from the model.

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:- They can use the automated e-mail/messages service for those customers who they think are the potential customers. Then on the basis their replays we can further decide whether to make a phone call or not.

- When we check the model, customer who opened sms and emails are also having lead conversion around 40%. Company can ask sales team to automate the campaigning messages to be sent to leads using emails and sms.
- Also they can ask sales team to launch product campaign by putting stalls/distributing product brochure to big offices/Colleges to get more leads