

# Lead Conversion Analysis: Identifying Hot Leads for X Education

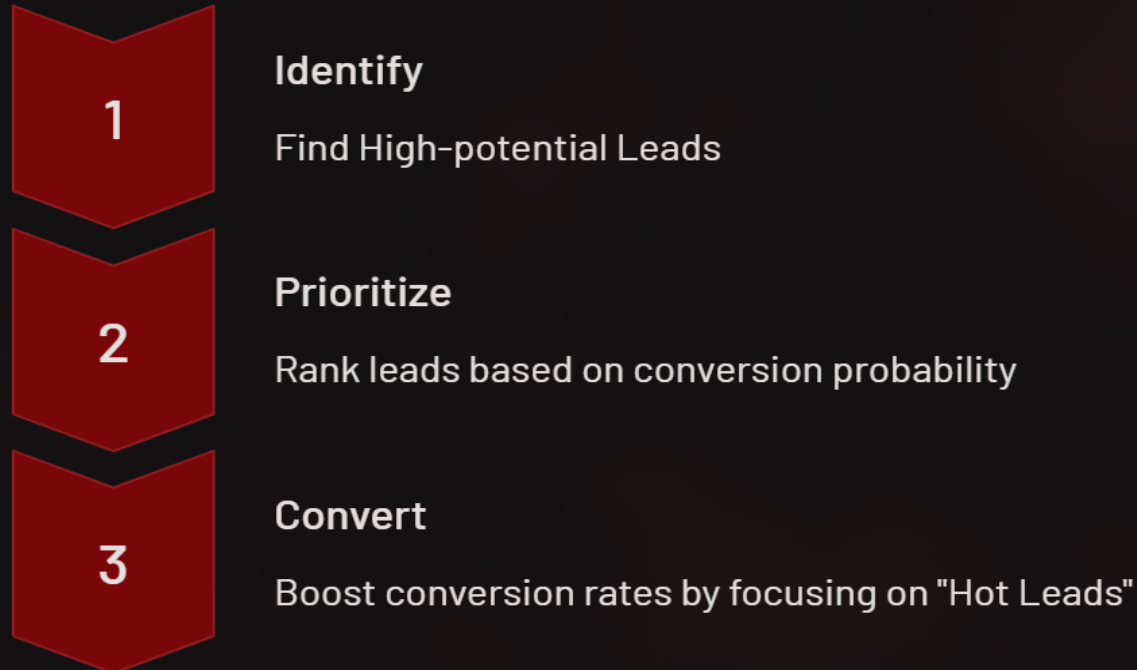
This presentation analyzes X Education's lead conversion process. We aim to identify high-potential leads. We need to improve the overall conversion rate.



# Problem Statement: Low Conversion Rate and the Need for Optimization

X Education faces a challenge: a 30% lead conversion rate.

The goal: boost this to 80% by finding "Hot Leads". This means prioritizing leads with a higher chance of converting.



# Understanding Our Data: Key Variables and Definitions

To understand what's driving the lead conversion rate we need to understand our data.

We analyze tags, lead sources, demographics, and interactions.



## Tags

Labels assigned to leads. They provide insight into their behavior.

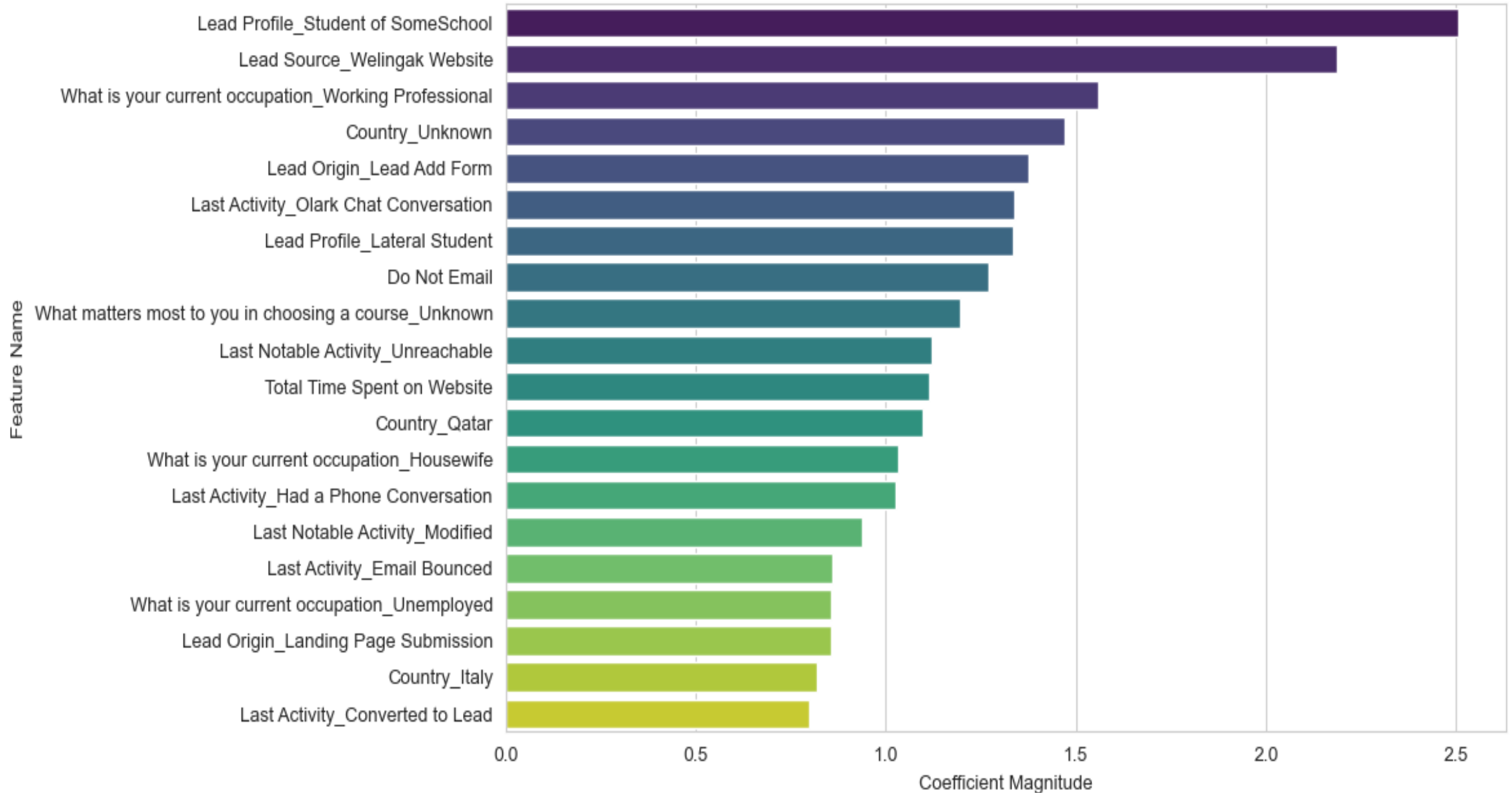
## Lead Source

Origin of leads. For example, website or marketing campaign.

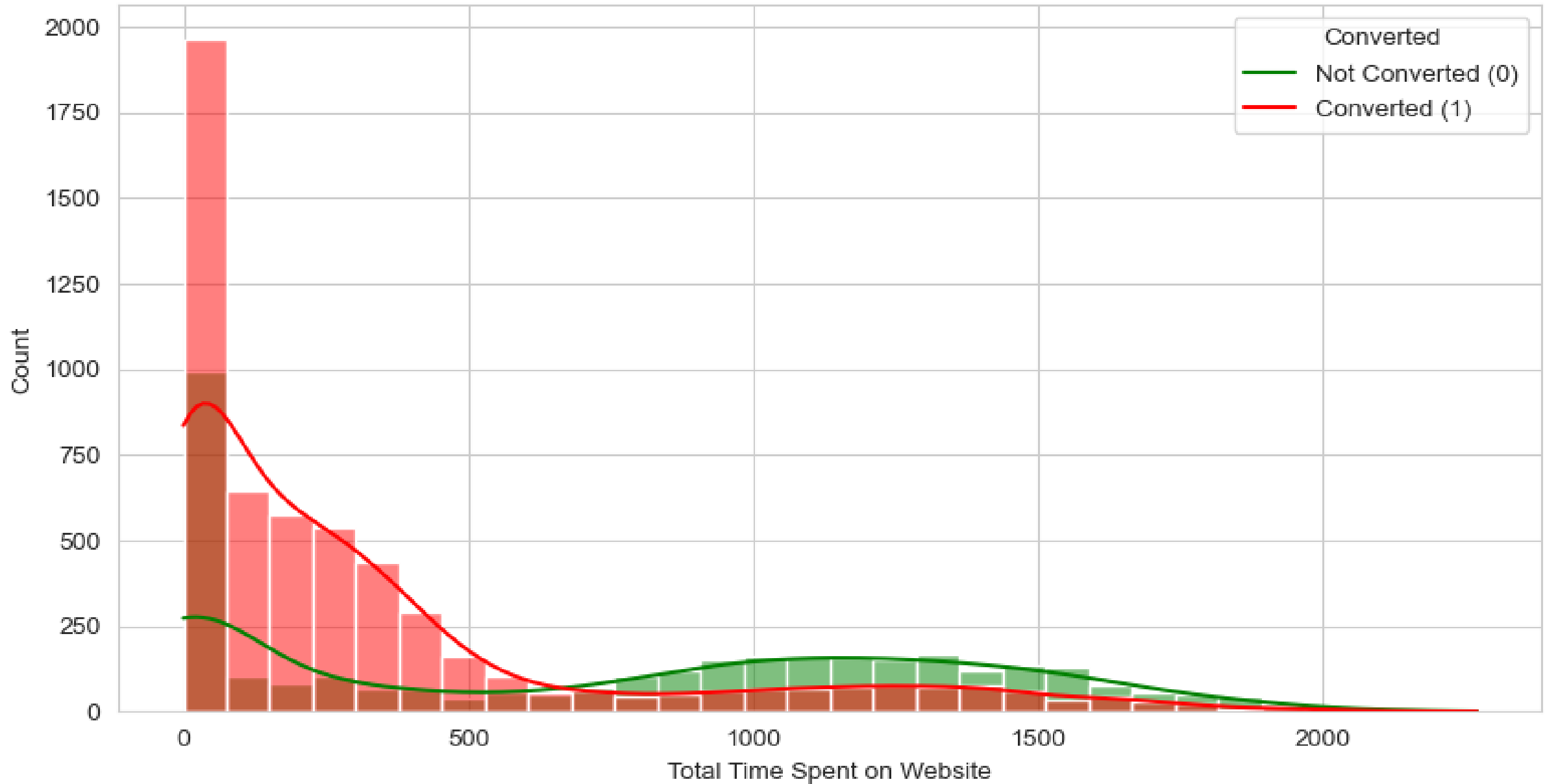
## Demographics

Customer information. Includes location and industry.

Top 20 Important Features



Distribution of Total Time Spent on Website by Conversion Status





# Top 3 Factors Impacting Lead Conversion: A Deep Dive

We have found the key factors influencing lead conversion rate.

These are Tags\_Lost to EINS and Tags\_Closed by Horizzon



**Tags\_Lost to  
EINS**

High negative  
impact



**Tags\_Closed by  
Horizzon**

Significantly low  
conversion



**Other factors**

Lead source and  
demographics

# Tags\_Closed by Horizon: Understanding Lost Opportunities

Leads tagged "Closed by Horizon" also show low conversion.

Determine why they are not converting.

1

## Evaluate Messaging

Align messaging with Horizon's strategies.

2

## Partnership Opportunities

Collaborate with Horizon for lead sharing.



# Prioritization Strategies: Identifying and Nurturing 'Hot Leads'

Focus efforts on leads with higher conversion potential.

Optimize follow-up strategies.

1

## Score leads

Assign points based on key variables.

2

## Segment leads

Group leads with similar scores.

3

## Personalize approach

Tailor communication for "Hot Leads".





# Actionable Recommendations and Next Steps for Implementation

Refine lead qualification process.

Continuously monitor and optimize conversion strategies.



# Project Outcomes: Lead Conversion Model Success

1

## Enhanced Data Quality

Cleaned and scaled features for optimal model accuracy.

2

## Key Insights from EDA

Identified key variables influencing conversion, like time spent on site.

3

## High-Performing Model

Developed logistic regression model exceeding goals (89% ROC-AUC).

4

## Increased Revenue Impact

Empowered sales to target high-potential leads, boosting revenue.

# Conclusion

Optimize lead prioritization. Improved lead conversion is attainable.  
The analysis can unlock significant growth.

