Lead Conversion Analysis and Strategies

Presenting to the Chief Data Scientist

Introduction

Objective: Improve lead conversion during internship periods and minimize unnecessary calls after target achievement.

Approach: Data analysis, model refinement, and strategic planning.

Data Analysis

1. Loaded and cleaned the dataset.

2. Identified non-numeric columns and handled missing values.

3. Converted categorical variables to dummy variables.

4. Ensured all columns were numeric for model fitting.

Model Training

1. Used Logistic Regression to predict lead conversion.

2. Split data into training and testing sets (70/30).

3. Evaluated model performance using metrics such as accuracy, precision, and recall.

Aggressive Conversion Strategy

1. Prioritize high-quality leads using lead scoring.

2. Increase contact frequency and use personalized communication.

3. Train interns and provide effective call scripts.

4. Use automated dialing systems and CRM integration.

Minimizing Unnecessary Calls

1. We can ask the interns to call only to the Lead who are having a high chance of getting converted but with that we also need to set the limit of maximum number of calls to be made i.e. not more than one call to the same lead in a day.

2. We can do the analysis again and this time the base of calculating the probability should be the number of times the Lead has visited the website, how many downloads they have made, how many pages they have visited. As I have created a single matrix for this "Total_Activity" which will be useful to calculate and predict the number of Leads going to be converted.

Conclusion

By implementing these strategies, the sales team can efficiently convert high-potential leads and minimize unnecessary calls. This approach optimizes resource utilization and will improve overall conversion rates.