

Summary Report: Building a Team Lead Conversion Model

Introduction: In our team project for X Education, we aimed to build a lead conversion model to predict the probability of leads getting converted into customers. We embarked on data exploration and preprocessing tasks to ensure the model's accuracy and effectiveness.

Model Selection and Training: After analyzing the dataset, we started the work on a Logistic Regression Model for binary classification, as it showed promise in handling the target variable, "Converted." We divided the data into training and testing sets and trained the model on the former. To assess its performance, we evaluated sensitivity, specificity, and other relevant metrics.

Top Contributors to Lead Conversion: During model analysis, we discovered crucial factors that significantly influenced lead conversion. These factors included prompt follow-ups, engaging lead sources like "Lead Source_Welingak Website," and addressing concerns of leads tagged as "Tags_Ringing."

Focus Areas for Lead Conversion Improvement: Based on our model's insights, we recommended focusing on leads from the "Lead Source_Welingak Website," as they exhibited higher conversion potential. Additionally, addressing the issues faced by leads tagged as "Tags_Ringing" could significantly enhance conversion rates.

Strategies for Aggressive Lead Conversion during Intern Hiring: During the period of intern hiring, when aggressive lead conversion was the objective, we proposed the following strategies:

1. **Prioritize Potential Leads:** Identify leads with a high probability of conversion and concentrate efforts on them.
2. **Automate Communication:** Use automated marketing tools to reach out to a broader audience without compromising personalization.
3. **Segment and Personalize Messages:** Tailor communication based on leads' preferences, interests, and buying behavior.
4. **Train the Sales Team:** Provide the sales team with specialized training to handle increased lead interactions efficiently.

Strategies to Minimize Useless Phone Calls during Target Achievement: During times when the company had achieved its targets ahead of schedule and aimed to minimize unnecessary phone calls, we recommended the following strategies:

1. **Focus on Qualified Leads:** Prioritize leads that have shown strong interest and engagement during previous interactions.
2. **Use Marketing Automation:** Implement marketing automation to deliver relevant and timely content to potential customers.
3. **Set Qualification Criteria:** Establish clear qualification criteria to filter out leads with a low probability of conversion.
4. **Provide Valuable Content:** Share valuable resources with leads to keep them engaged and interested in the company's offerings.
5. **Stay Engaged through Updates:** Keep leads informed about updates and new developments without the need for direct phone calls.

Conclusion: Our team's hardwork and continuous learning in building the lead conversion model provided valuable insights into the power of data-driven decision-making and personalized communication. By implementing the recommended strategies during different business phases, X Education can improve its sales and marketing approaches and achieve higher lead conversion rates.