

ANALYSIS OF LEAD CONVERSION STRATEGIES

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Date 16/09/2023

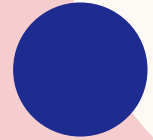
AGENDA

Objective: To analyze lead conversion strategies and provide actionable recommendations based on model insights.

Importance: Optimizing lead conversion can significantly impact sales efficiency and effectiveness.



KEY FEATURES:



1. TOTAL VISITS.

2. TOTAL TIME SPENT ON WEBSITE.

3. LEAD SOURCE (E.G., WELINGAK WEBSITE, REFERENCE).

4. LEAD ORIGIN (E.G., LEAD ADD FORM).

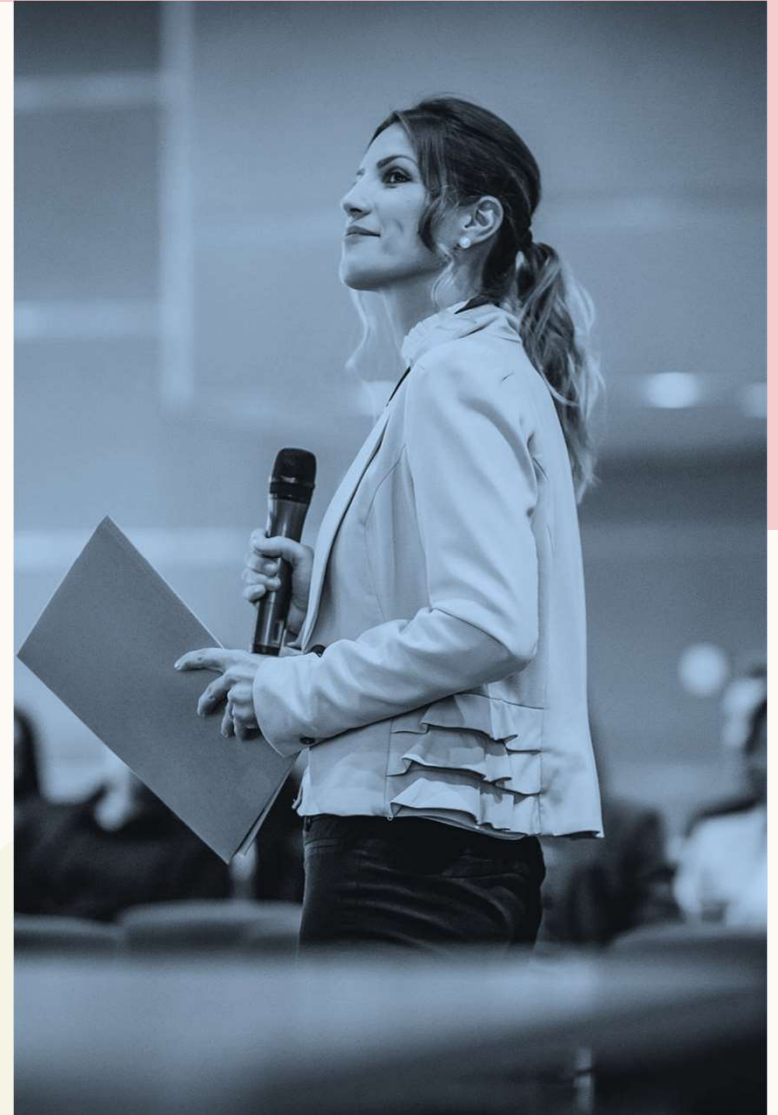
5. LAST ACTIVITY (E.G., SMS SENT, EMAIL OPENED).

MODEL USED:

LOGISTIC REGRESSION

Key Aspects:

1. Coefficients and Their Impact
2. Model Training and Evaluation



FEATURE IMPORTANCE

- TotalVisits (Coefficient: 10.425411).
- Total Time Spent on Website (Coefficient: 4.627988).
- Lead Source_Welingak Website (Coefficient: 3.608053).

Higher values in these features increase the likelihood of lead conversion.



BUSINESS STRATEGY - AGGRESSIVE CONVERSION

1. Focus on leads predicted as 1 by the model with high feature values.
2. Lower the probability threshold for contacting leads.

BUSINESS STRATEGY - AGGRESSIVE CONVERSION

Maximize lead conversions
during the internship
period.

1. Focus on leads predicted as 1 by the model with high feature values..
2. Lower the probability threshold for contacting leads.

BUSINESS STRATEGY - MINIMIZING CALLS

1. Reduce unnecessary calls post-target achievement.
2. Focus on leads with high certainty of conversion.
3. Raise the probability threshold to minimize calls.



RECOMMENDATIONS

For Aggressive Conversion:

Prioritize high-value leads and adjust the probability threshold to increase contact rates.

For Minimizing Calls:

Use a higher threshold to target leads with higher conversion certainty, reducing unnecessary contacts.





**THANK
YOU**

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