Lead Conversion Analysis Summary

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Introduction

X Education wants to improve its lead conversion rate from 30% to 80% by identifying high-potential leads using a predictive model. This helps the sales team focus on the most promising leads instead of reaching out to all leads.

Data Overview

The dataset contains around 9000 leads with attributes such as Lead Source, Total Time Spent on Website, Total Visits, Last Activity, and Converted (target variable).

Exploratory Data Analysis

Key insights were extracted through graphs and visualizations, analyzing lead conversion trends, time spent on site, and lead sources.

Lead Scoring Model

A Logistic Regression model was built to assign a lead score (0-100), where a higher score indicates a higher probability of conversion.

Key Recommendations

1. Focus sales efforts on leads with high scores.
2. Improve website engagement to boost conversion likelihood.
3. Optimize marketing channels that generate high-quality leads.
4. Use data-driven insights for continuous improvements.

Conclusion

By leveraging a lead scoring model, X Education can increase efficiency, reduce wasted sales efforts, and significantly improve the lead conversion rate.