Summary

The purpose of this investigation was to forecast a lead's likelihood of becoming a customer based on their website engagement and behavior. We created a logistic regression model to categories leads as converted or non-converted, using metrics such as time spent on the website, page views, and lead sources to make these predictions.

Insight:

- Leads who spend more time on the website and read more pages have a higher conversion rate.
- Certain lead sources, such as "Olark Chat," routinely produce high-quality leads and conversion rates.
- Specific activities, such as opening emails or viewing specific pages, are reliable predictors of potential conversion.
- We have more unconverted leads (0) than converted leads (1).
- At 37.5%, the conversion rate is much lower than the target of 80%, showing inefficiencies in the existing lead conversion process.
- To improve conversion rates, the organization should prioritize and target high-engagement leads more efficiently.
- Improving lead qualification procedures and utilizing predictive analytics will assist identify and convert more promising prospects, ultimately increasing conversion rates.

Actions:

- Prioritize leads with high engagement levels, focusing on those that spend a lot of time on the website and visit many pages. These leads are more likely to convert and should be cultivated appropriately.
- Allocate marketing efforts to channels that produce high-conversion leads, such as those generated by "Olark Chat," to ensure better targeting and larger returns.
- Implement a lead scoring system that ranks leads according to their chance of conversion. Sales teams can then focus on high-scoring leads, increasing efficiency and conversion rates.
- Create marketing campaigns that target prospects based on their individual actions, such as opening emails or visiting specific pages. This can result in more customized and timelier outreach.
- To ensure that the model remains relevant, it should be reviewed and updated on a regular basis. As client behavior changes, the model must adjust to remain accurate.