

SUMMARY REPORT

The model aims to predict the probability of lead conversion based on various predictor variables.

Top Predictive Variables:

- Tags_Closed by Horizzon: Leads with this tag are highly likely to get converted.
- Tags_Lost to EINS: Leads with this tag also have a high probability of conversion.
- Tags_Will revert after reading the email: Leads expected to revert after reading an email show a strong likelihood of conversion.

Other Significant Variables:

- Lead Source_Welingak Website: Leads originating from the Welingak website are more likely to convert.
- Last Activity_SMS Sent: Leads engaged through SMS are associated with a higher probability of conversion.

Variables to Consider:

- Tags_Busy: While not as significant as the top variables, leads marked as "Busy" still contribute positively towards conversion.
- Do Not Email: This variable has a negative coefficient, indicating that opting out of email communications may decrease the likelihood of conversion.

Variables with Lower Impact:

- What matters most to you in choosing a course_Not Specified: This variable has a relatively lower impact on lead conversion compared to others.
- Last Notable Activity_Modified: Leads with the "Modified" last notable activity are associated with a slightly lower probability of conversion.
- Tags_Ringing: Leads marked with "Ringing" are negatively associated with conversion.

Overall Strategy:

- Focus efforts on leads with the top predictive tags, such as "Closed by Horizon" and "Lost to EINS".
- Utilize communication channels like SMS and email, especially for leads expected to revert after reading an email.
- Prioritize leads from the Welingak website and consider avoiding unnecessary phone calls during certain periods.
