Logistic Regression Model for Lead Conversion at X Education Company

Predicting Customer Lead Conversion and Strategic Insights

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Objective of the Model

- The logistic regression model was created to predict the likelihood of customer leads being converted into successful sales.
- The model helps X Education Company streamline its sales strategies, especially during key periods, such as intern hiring phases and target achievement phases.

Top Variables Contributing to Lead Conversion

- **Do not email**: Whether the customer has opted out of emails.
- **Total time spent on the website**: The more time spent, the higher the probability of conversion.
- **Current occupation**: Certain occupations have a higher likelihood of conversion.

Focus on Dummy Variables

- The dummy variables linked to "Current occupation" are important for lead conversion.
- Certain occupation groups should be prioritized to increase the probability of conversion.

Aggressive Lead Conversion Strategy (During Intern Hiring)

- **Prioritize Leads**: Focus on customers predicted with a high probability of conversion.
- **Utilize Interns Efficiently**: Distribute leads effectively among interns.
- **Structured Campaign**: Implement a well-organized calling campaign using tools for lead selection and progress monitoring.

Target Achievement Phase Strategy

- **Lead Prioritization**: Only focus on leads with a high probability of conversion.
- **Optimized Outreach**: Minimize phone calls unless absolutely necessary.
- **Monitor and Evaluate**: Continuously adjust based on lead conversion performance.

Conclusion

- The logistic regression model provides valuable insights for lead conversion.
- By prioritizing key variables and optimizing outreach strategies, X Education Company can maximize conversion rates and reduce unnecessary effort.
- Different strategies should be implemented depending on the company's business cycle (intern hiring or post-target achievement).