Title Slide

Lead Conversion Analysis for X Education

Boosting Lead Conversion Rates

Introduction

About X Education:

- Online education provider with a current lead conversion rate of 30%.

Objective:

- Identify key factors that influence lead conversion and aim to increase the conversion rate to 80%.

Data Overview

Dataset:

- 9,000 leads with attributes like Lead Source, Website Time, Last Activity.
- Target variable: Whether a lead converted (1) or not (0).

Data Preparation:

- Removed unnecessary columns and rows with missing values.
- Encoded categorical data for analysis.

Model Selection

Logistic Regression:

- Used to predict lead conversion probability and identify important factors.

Top 3 Features:

- **Lead Quality:** Lower quality, lower conversion chance.
- **Asymmetrique Activity Score:** Higher engagement, higher conversion.
- **Lead Profile:** Crucial in determining conversion likelihood.

Focusing on Key Variables

Top 3 Categorical Factors:

- **Tags:** Provides insights for personalized outreach.
- **Asymmetrique Activity Score:** Indicates lead engagement level.
- **Lead Profile:** Key to understanding conversion potential.

Business Impact:

- Focusing on these factors can significantly boost conversion rates.

Aggressive Conversion Strategy

Internship Phase:

- Assign high-probability leads to interns for targeted follow-ups.
- Focus on maximizing conversions by prioritizing the most promising leads.

Strategy After Hitting Targets Early

When Targets Are Met Early:

- Minimize unnecessary calls by focusing only on leads with high conversion potential.
- Shift focus to other tasks like customer relationship building or market researc