Lead Conversion Analysis for X Education

LEVERAGING DATA INSIGHTS TO OPTIMIZE SALES STRATEGY

Introduction

- Brief introduction to the project and its objectives.
- **Objective:** Utilize logistic regression model insights to improve lead conversion strategies and sales team efficiency.

Key Variables Influencing Lead Conversion

•Highlight the top variables affecting lead conversion (based on coefficient values).

•**Top Positive Coefficients (High Relation to Conversion):**

- **Lead Source_Welingak Website** (3.863010)
- **Total Time Spent on Website** (3.204829)
- **Last Notable Activity_Unreachable** (1.907414)

•**Top Negative Coefficients (Low Relation to Conversion):**

- **Last Activity_Email Bounced** (-1.998970)
- **Last Notable Activity_Olark Chat Conversation** (-1.336522)
- **Page Views Per Visit** (-0.956506)

Categorical Variables with High Conversion Potential

•**Lead Source_Welingak Website**: Most significant contributor to conversion.

•**Total Time Spent on Website**: More time spent leads to higher conversion.

•**Last Notable Activity_Unreachable**: Despite challenges, leads marked as "Unreachable" have good conversion potential.

Strategy for Aggressive Lead Conversion (During Intern Period)

•**Key Actions for Interns**:

- **Prioritize Welingak Website Leads**: Highest conversion probability.
- **Target Leads with High Website Engagement**: Focus on leads with higher total time spent on the website.
- **Focus on Phone Conversations**: Use interns to reach leads marked under "Last Notable Activity_Had a Phone Conversation" (1.019412) and "Last Activity_Had a Phone Conversation" (0.691908).

Strategy to Minimize Useless Calls (When Targets are Met)

•**Key Actions to Reduce Inefficiency**:

- **Avoid Leads with Bounced Emails**: Both "Last Activity_Email Bounced" (-1.998970) and "Last Notable Activity_Email Bounced" (0.967999) indicate low potential.

- **Do Not Focus on 'Unreachable' Leads Unless Necessary**: Although these leads have moderate potential, deprioritize them if targets are already met.

- **Skip "Do Not Email" Leads**: Leads marked "Do Not Email_YES" (-0.861700) should be avoided for calls.

Additional Insights

• **Other Positive Influences**:
- **Lead Source_Click2Call**: Has a minor positive impact on conversions (0.028843).
- **Lead Source_Live Chat**: Another source with moderate positive impact (0.555663).

• **Negative Influences**:
- **Lead Origin_Landing Page Submission**: Shows a weaker relation to conversion (-0.578554).
- **Last Activity_Form Submitted on Website**: Also indicates lower conversion probability (-0.842680)

Conclusion and Recommendations

- **Summary**:
  - Focus on Welingak website leads, referral sources, and high website engagement.
  - Interns should prioritize phone conversations and unreachable leads with high potential.
  - Deprioritize email-bounced and "Do Not Email" leads when target goals are met.
- **Call to Action**: Implement these strategies for efficient lead conversion during peak and off-peak periods.