Summary Report Outline:

1. Introduction

- **Context**: X Education seeks to optimize its sales process by using insights from a logistic regression model.

- **Objective**: Identify the most impactful features for lead conversion and develop strategies to enhance conversion efforts and efficiency.

2. Key Variables Affecting Lead Conversion

- **Positive Coefficients (Strong Relation to Conversion)**:

    1. **Lead Source_Welingak Website**: Coefficient = 3.863010

    2. **Total Time Spent on Website**: Coefficient = 3.204829

    3. **Last Notable Activity_Unreachable**: Coefficient = 1.907414

- **Negative Coefficients (Low Relation to Conversion)**:

    1. **Last Activity_Email Bounced**: Coefficient = -1.998970

    2. **Last Notable Activity_Olark Chat Conversation**: Coefficient = -1.336522

    3. **Page Views Per Visit**: Coefficient = -0.956506

3. Categorical Variables to Focus On

- **Top Positive Contributors**:

    o **Lead Source_Welingak Website**: Focus on leads from this source.

    o **Last Notable Activity_Unreachable**: Despite challenges in contact, these leads show strong potential.

- **Top Negative Contributors**:

    o **Last Activity_Email Bounced**: Avoid these leads as they have low conversion potential.

    o **Do Not Email_YES**: Leads marked for no email should not be prioritized for conversion.

4. Aggressive Conversion Strategy (During Intern Period)

- **Intern Strategy**:

    1. **Focus on Welingak Website Leads**: Highest chance of conversion.

    2. **Target Leads with High Time Spent on Website**: More engagement leads to higher conversion.

3. **Phone Conversations**: Prioritize leads with past phone conversations for more personalized outreach.

5. Strategy to Minimize Useless Calls (When Targets are Met)

- **Efficient Call Strategy**:

    1. **Avoid Bounced Emails**: Low likelihood of conversion.

    2. **Deprioritize Unreachable Leads**: Unless critical, avoid these leads.

    3. **Skip Leads Opting Out of Emails**: Avoid leads with "Do Not Email" tags.

6. Conclusion and Recommendations

- By leveraging insights from the model, X Education can optimize lead conversion efforts by focusing on the right sources, using interns efficiently, and avoiding unnecessary calls during off-peak periods.