

# Improving Lead Conversion with Predictive Analytics

A Case Study on X Education

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# Introduction

- Problem Statement: Enhance lead conversion efficiency by identifying high-potential leads.
- Objective: To increase the lead conversion rate from 30% to targeted 80%.

# Data Overview

- Dataset Summary: 9,240 entries, 37 features.
- Key Variables: Lead Origin, Lead Source, Total Visits, Page Views Per Visit, Total Time Spent on Website.

# Data Preprocessing

- Handling Missing Data: Imputation and dropping columns with high missing rates.
- Categorical Encoding: One-hot encoding for categorical variables.

# Model Development

- Model Choice: Logistic Regression.
- Rationale: Suitable for binary classification, providing probabilities for lead scoring.

# Model Evaluation

- Metrics Used: Accuracy, AUC-ROC.
- Results: Hypothetical values based on expected outcomes.

# Business Insights and Recommendations

- Top Variables Impacting Conversion: Total Time on Website, Lead Origin, Page Views.
- Recommendations: Optimize marketing strategies based on insights.

# Future Work and Adaptations

- Adapting Model: Adjusting to changing business needs.
- Further Data Collection: Suggestions for data collection improvements.

# Conclusion

- Summary of Findings: Potential increase in conversion rate.
- Business Impact: Expected improvements in ROI and efficiency.