Lead Conversion Improvement Summary Report

Introduction:

X Education faces challenges with a low lead conversion rate of 30%. The goal is to enhance efficiency by identifying high-potential leads, aiming to increase the conversion rate to approximately 80%.

Objectives:

The primary objective is to build a logistic regression model to score leads, prioritizing those with a higher likelihood of conversion, thereby optimizing resource allocation in marketing and sales efforts.

Methodology:

The approach included data preprocessing to handle missing values and encode categorical variables, followed by model development using logistic regression. The model's performance was evaluated using metrics such as accuracy and AUC-ROC.

Results:

The analysis highlighted key variables impacting lead conversion, such as 'Total Time Spent on Website' and 'Lead Origin'. A lead scoring system was developed, allowing for the prioritization of leads based on their likelihood of conversion.

Recommendations:

Strategic recommendations include focusing marketing efforts on leads generated through the most effective channels and using the lead score to prioritize engagement efforts by the sales team.

Conclusion:

Implementing the recommended strategies is expected to significantly improve the lead conversion rate, enhancing both efficiency and ROI for X Education.