**Lead Conversion Analysis for X Education**

**Business Questions & Answers**

**1️⃣ Top Three Variables Contributing to Lead Conversion**

Based on the logistic regression model, the top three variables influencing lead conversion are:

1. **Tags\_Lost to EINS (Coefficient: 6.51)** – Leads tagged as "Lost to EINS" have the highest probability of conversion, indicating strong interest in similar courses.
2. **Tags\_Closed by Horizzon (Coefficient: 5.65)** – Leads marked as "Closed by Horizzon" also show high conversion potential, likely due to reconsideration.
3. **Tags\_Will revert after reading the email (Coefficient: 4.98)** – This suggests that email engagement is a strong indicator of conversion likelihood.

📌 **Recommendation:** Focus marketing efforts on retrieving lost leads and strengthening email engagement.

**2️⃣ Top Three Categorical/Dummy Variables to Focus On**

The most impactful categorical variables to improve conversion rates:

1. **Lead Source\_Welingak Website (Coefficient: 1.87)** – This lead source generates highly convertible leads.
2. **Tags\_Unknown (Coefficient: 2.66)** – These leads need further nurturing to increase conversions.
3. **Tags\_switched off (Negative Coefficient: -2.41)** – Indicates leads unlikely to convert, requiring different engagement strategies.

📌 **Recommendation:** Prioritize outreach to leads from Welingak and refine engagement tactics for "Unknown" leads.

**3️⃣ Strategy for Aggressive Lead Conversion During Intern Hiring Phase**

📌 **Business Requirement:** During the 2-month intern hiring phase, X Education wants to maximize lead conversion by focusing efforts on "hot leads."

📈 **Recommended Strategy:**

1. **Assign interns to "Hot Leads"** – Distribute leads based on high logistic regression scores.
2. **Email-First Approach** – Since "Will revert after email" is a strong predictor, interns should focus on follow-up emails before calls.
3. **Create Urgency** – Use limited-time discounts or testimonial-based marketing to drive conversions.
4. **Monitor Intern Performance** – Track conversions per intern and optimize lead assignments accordingly.

📌 **Expected Impact:** A significant rise in conversion rates by focusing efforts on highly probable leads.

**4️⃣ Strategy to Minimize Unnecessary Calls When the Target is Met Early**

📌 **Business Requirement:** When X Education meets its quarterly target before the deadline, they aim to reduce unnecessary sales calls.

📉 **Recommended Strategy:**

1. **Filter Out Cold Leads** – Leads with negative coefficients ("switched off," "wrong number") should not be contacted.
2. **Email-First Approach for Low Probability Leads** – Instead of calling, use automated drip email campaigns.
3. **Engagement-Based Calls** – Only call leads who have engaged in emails or visited the website in the last 7 days.

📌 **Expected Impact:** Reduced wasted effort, improved efficiency, and sustained conversion quality.

**Final Recommendations**

✅ Focus marketing and sales efforts on the top lead sources and engaging email interactions. ✅ Use a data-driven approach to lead prioritization, ensuring efforts are optimized. ✅ Implement targeted strategies during the intern hiring phase and quarter-end scenarios.

This document summarizes key findings from the logistic regression model, along with strategic business recommendations to optimize lead conversion for X Education.