1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   - Lead Source_Reference (with coefficient: 3.5838)
   - What is your current occupation_Working Professional (with coefficient: 2.6325)
   - Last Activity_SMS Sent (with coefficient: 2.0734)

2. **What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?**
   - Lead Source_Reference (with coefficient: 3.5838)
   - What is your current occupation_Working Professional (with coefficient: 2.6325)
   - Last Activity_SMS Sent (with coefficient: 2.0734)

3. **X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.**
   - They will use this Model prepared by us & list all the candidates those has a Lead Score of 60 to 100.
   - Then they will start Calling leads from References & those from working professionals. Targeting those last Activities was Email Opened, Page Visited on Website, SMS Sent & Showing interest. As they have a good and positive coefficient.
   - Performing the same Procedure later on for a greedy approach towards the candidate from a Lead score of 37 to 59.
   - We can always make calls toward the lead under the lead score of 37. But only if we achieve our desired business & want to expand the reach towards the low probable Leads.

4. **Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**
   - They can make calls to the leads who have good lead scores & high chances of Buying a Product but due to some reason they could not be converted into Business Generating leads. As we have no rush of meeting targets we can move slowly & gave more time to a single lead. Trying to figure out what is the reason they are not joining X-education.