1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

   Top 3 Features for Lead Conversion:
     - Total Time Spent on Website: Strongest predictor; more time indicates higher interest.
     - Tags: 'Will revert after reading the email': Shows active engagement.
     - Total Visits: Frequent visits signal interest.

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?**

   Top 3 Important Categorical Variables:
     - Prospect IDs with specific patterns indicate repeat or referral leads.
     - Tags reflecting engagement (e.g., email responses).
     - Last Activity type (e.g., calls or chats).

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.**

   Strategy for Aggressive Lead Conversion (Intern Phase):
   - Focus calls on leads with high scores, especially those spending more time on the site or engaging via email.
     - Prioritize warm leads (e.g., with tags like 'Will revert').
     - Use quick follow-ups after any activity.

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.**

   Strategy for Reducing Calls After Target Achievement:
     - Call only leads with the highest predicted conversion scores.
     - Use email and SMS for low-priority leads.
     - Focus on nurturing leads through automated workflows instead of calls.