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

Ans: - Top three parameters are: -
- Total Time Spent on Website
- Lead Source_Campaigns
- Last Notable Activity_Had a Phone Conversation

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?**

Ans: - The top three categorical/dummy variables are: -
- Lead Source
- Last Notable Activity
- Lead Origin

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.**

Ans: - To make the lead conversion more aggressive during the period when X Education hires interns, you can consider adjusting your lead scoring strategy and optimizing your model for recall (sensitivity). The goal here is to maximize the number of true positive leads, even at the cost of a higher false positive rate. Here's a detailed strategy you can employ:
- Prioritize High-Probability Leads: While focusing on recall, also consider the probability scores to prioritize leads. Leads with higher predicted probabilities should be contacted first, as they are more likely to convert.
- Use Multi-Stage Contact Strategy: Implement a strategy where leads are contacted in multiple stages based on their predicted probability scores.

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.**

Ans: - By increasing the decision threshold and focusing on high-confidence leads, X Education can significantly reduce the number of unnecessary phone calls. This strategy ensures that the sales team only contacts leads that are most likely to convert, thereby optimizing their efforts

and aligning with the company's goal of minimizing non-essential work when targets are already met. This approach will help maintain high efficiency and effectiveness in the sales process during such periods.

Strategies company can use:

- Adjust Decision Threshold
- Focus on High-Confidence Leads: