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

**Answers:**

1. The top three variables in the logistic regression model that contribute most towards the probability of a lead getting converted are:
   * Total Time Spent on Website
   * Lead Origin\_Lead Add Form
   * Last Activity\_SMS Sent
2. 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 are:
   * Lead Origin\_Lead Add Form
   * Last Activity\_SMS Sent
   * Lead Source\_Reference
3. To make lead conversion more aggressive during the internship period, the sales team can employ the following strategy:
   * Prioritize contacting potential leads predicted as 1 by the model.
   * Utilize the manpower of the interns effectively by assigning them tasks related to lead follow-ups and communication.
   * Implement a system to ensure prompt follow-ups and personalized communication with these potential leads.
4. To minimize the rate of useless phone calls when the company reaches its target before the deadline, the sales team can employ the following strategy:
   * Implement a lead scoring threshold based on the logistic regression model's predictions.
   * Prioritize phone calls only to leads above the threshold, indicating a higher likelihood of conversion.
   * Utilize the freed-up time to explore new opportunities or initiatives to maintain growth momentum.
   * Focus on nurturing existing leads through personalized communication and targeted marketing efforts to increase conversion rates without making unnecessary phone calls.