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

    1) Tags

    2) Lead Source

    3) Last Activity

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?**

    1) Tags_Lost to EINS

    2) Tags_Closed by Horizzon

    3) Tags_Will revert after reading the email

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.**

    1) **Focus on High Impact Tags:** Prioritize leads with Tags such as "Closed by Horizzon", "Lost to EINS", and "Will revert after reading the email". These tags have the highest coefficients in the model, indicating strong predictive power for conversion.

    2) **Utilize Lead Source and Last Activity:** Pay attention to leads from the "Welingak Website" as they have a significant positive coefficient. Additionally, prioritize leads with the Last Activity being "SMS Sent", as it also has a positive coefficient.

3) **Exclude Certain Tags:** Avoid spending significant resources on leads with tags like "Ringing", as they have a negative coefficient in the model, indicating lower conversion likelihood.

4) **Consider Email Preferences:** Since the "Do Not Email" variable has a negative coefficient, prioritize leads who have opted to receive emails.

5) **Engagement with Modified Last Notable Activity:** Focus on leads with a Last Notable Activity that is not "Modified", as it has a negative coefficient.

6) **Personalized Phone Calls:** Utilize the sales team's interns to make personalized phone calls to potential leads identified based on the above criteria. Tailor the conversation to address the specific interests or concerns indicated by the lead's tags and activity history.

By employing this strategy, the sales team can maximize their efforts during the hiring period, targeting potential leads with the highest likelihood of conversion as identified by the final model parameters.

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.**

1) **Prioritize Passive Communication Channels:** Focus on communication channels that require less direct engagement, such as emails or automated messages, instead of initiating phone calls. This approach aligns with minimizing unnecessary phone calls while still maintaining communication with leads.

2) **Monitor Lead Engagement:** Keep track of lead engagement metrics, such as email open rates and response times, to gauge the effectiveness of passive communication channels. Adjust the strategy based on the response patterns observed among leads during this period of minimized phone calls.

3) **Continuously Update Lead Profiles:** Regularly update lead profiles based on their interactions and responses to passive communication efforts. This ensures that the sales team remains informed about each lead's preferences and responsiveness, enabling more targeted and effective communication strategies in the future.

By implementing these strategies, the sales team can adapt to the company's objective of minimizing unnecessary phone calls during periods of early target achievement while still maintaining effective communication with leads through alternative channels.