Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?Q1) Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans) The top three variables contributing the probability of lead getting converted are

```
              Feature          Coefficient
          1   Lead Quality     -0.625324
2   Asymmetrique Activity Score   0.194636
          3   Lead Profile     -0.172845
```

Q2) 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
          1                Tags
          2        Asymmetrique Activity Score
          3      Lead Profile
```

Q3) 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 target high-probability leads, train a model to predict conversion probabilities, filter the top 20% highest probabilities, and assign these leads to interns. Ensure interns receive a manageable number of leads each and track performance. Save the filtered leads for further analysis and outreach. In Addition working on those leads which have the highest chances of purchasing the course , will also prove to be the time saver and and also benefit the education company .

Q4)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) When the company hits its quarterly targets early, the sales team should aim to be more efficient by reducing unnecessary calls. They should focus on leads with the highest chances of converting, based on the model's lead scores, and avoid calling those with lower scores unless they show strong interest, like frequent website visits. The team can also focus on other tasks, like building relationships with current customers or doing market research, saving calls for when they really matter.