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

- **Total Time Spent on Website**
- **Lead Origin_Lead Add Form**
- **What is your current occupation_Working Professional**

  This means that leads who spend more time on the website, lead coming from Lead Add Form, and working professionals more likely to convert.

  These three variables are critical to achieving higher lead conversion rates, and focusing on them can significantly enhance the model's effectiveness in meeting business objectives.

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?**

- **Lead Origin_Lead Add Form**
- **What is your current occupation_Working Professional**
- **Last Notable Activity_Had a Phone Conversation**

  Focusing on **Lead Add Form**, **Working Professionals**, and **Phone Conversations** will maximize the probability of lead conversion. These variables represent key customer touchpoints and behaviors that drive higher conversion rates.

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.**

To make lead conversion more aggressive during the two-month intern phase, X Education should implement the following strategy:

- **Set a Lower Threshold for Conversion Probability**: Lowering the threshold for identifying potential leads (predicted as 1) will increase the Sensitivity of the model. This ensures that almost all leads with a high likelihood of conversion are identified.
- **Utilize Intern Resources Efficiently**: With a larger pool of flagged potential leads, the interns can prioritize making phone calls and engaging with as many of these leads as possible. This approach leverages the additional workforce to maximize conversion opportunities.
  By focusing on leads predicted as most likely to convert, the company can optimize its efforts during this high-intensity phase.

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.**

To minimize unnecessary phone calls when the company has reached its quarterly target, X Education should implement the following strategy:

- **Set a Higher Threshold for Conversion Probability**: Increasing the threshold will raise the Specificity of the model, ensuring that only leads with a very high likelihood of conversion are identified. This will exclude borderline or uncertain leads, reducing the chances of wasting resources on non-essential calls.
- **Focus on Quality Over Quantity**: The sales team can concentrate only on high-priority leads, allowing them to shift their focus to new work or strategic tasks.

This approach ensures the sales team remains efficient, avoids unnecessary efforts, and supports broader organizational goals during this phase.