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

   Answer: Based on the logistic regression output, the top three variables that contribute most towards the probability of a lead getting converted are:

   1. Last Notable Activity - Had a Phone Conversation: This has the highest positive coefficient, suggesting that if the last notable activity is a phone conversation, it significantly increases the chances of conversion.

   2. Lead Origin - Lead Add Form: Leads generated via the "Lead Add Form" also have a strong positive influence on conversion likelihood.

   3. Lead Source - Welingak Website: Leads from the Welingak website are highly likely to convert, according to the model.

   4. Total Time Spent on Website: The more time a lead spends on the website, the higher the chance of conversion, as reflected by the positive coefficient.

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?**

   Answer: The top three categorical/dummy variables that should be focused on to increase lead conversion are:

   1. Last Notable Activity - Had a Phone Conversation: Engaging with leads over a phone conversation has a strong positive effect on conversion.

   2. Lead Origin - Lead Add Form: Leads from this source should be prioritized, as they are more likely to convert.

   3. What is your current occupation - Working Professional: Working professionals have a higher probability of converting, so targeting this demographic can increase conversions.

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.**

   Answer: To make the lead conversion more aggressive during the internship period, X Education should focus on these three strategies:

   1. Target Leads from High-Converting Sources: Focus on leads that came through high-performing channels like the "Lead Add Form" and the "Welingak Website." These sources have a higher conversion rate, so calling these leads first will increase the chances of success.

   2. Focus on Leads with High Website Engagement: Prioritize calling leads who have spent a significant amount of time on the website. These leads have shown strong interest and are more likely to convert.

   3. Prioritize Working Professionals: Leads who have indicated their current occupation as "Working Professional" are more likely to convert, as they often have a higher intent to invest in upskilling.

The sales team should prioritize calling these leads, as they represent a demographic with a higher chance of conversion.

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.**

    Answer: When X Education reaches its quarterly target ahead of schedule, and the goal is to minimize unnecessary phone calls, the company should adopt a more selective and conservative approach to outreach. Here's a strategy to optimize resources while still maintaining a focus on essential leads:

    1. Call only the most likely-to-convert leads: Focus on leads with the highest scores from the model, and only call the ones who are almost certain to convert.

    2. Use emails or SMS first: Before making any calls, try sending emails or SMS messages to see if the lead shows interest. Only call if they respond.

    3. Avoid low-engagement leads: Don't waste time calling leads who haven't spent much time on the website or showed little interest in the past. Focus on leads who are more engaged.