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

   - TAGS
   - TOTAL VISIT
   - TIME SPENT ON WEBSITE

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 SOURCE_WELINGAK WEBSITE.
   - TAGS.
   - LEAD ORIGIN_LEAD ADD FORM.

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.

   Lower Probability Threshold:
   Set a lower probability threshold (e.g., >0.38) to classify more leads as potential conversions.
   Focus on High Probability Leads:
   Prioritize making phone calls to leads with higher predicted conversion probabilities.
   Utilize Interns Effectively:
   Assign interns to contact potential leads, especially those with high predicted probabilities.
   Feedback Loop and Monitoring:
   Establish a feedback loop between interns and the sales team for insights and adjustments.
   Continuously monitor outcomes and adjust the strategy based on actual results.
   Dynamic Approach:
   Gradually increase efforts based on the success of the initial calls and feedback.
   Be adaptable and open to refining the strategy based on real-time data.

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.

   Raise Probability Threshold:
   Set a higher probability threshold (e.g., >0.38) for classifying leads as potential conversions.
   Focus on leads with a very high predicted probability of conversion.

   Selective Calling Approach:
   Prioritize making phone calls only to leads that surpass the raised probability threshold.
   Concentrate efforts on leads that are more likely to convert, reducing unnecessary calls.

   Monitor and Adjust:
   Continuously monitor the performance of the strategy and adjust the probability threshold as needed.
   Analyze the conversion rates and lead behavior to refine the approach during this specific period.