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

Answer 1-Tags_Closed by Horizon, Tags_Will revert after reading the mail, Tags_Lost to EINS are the 3 variables that I think are the most important and contribute.

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 2-The top three categorical/dummy variables in the final model are 'Tags_Lost to EINS', 'Tags_Closed by Horizzon', 'Lead Quality_Worst' with respect to the absolute value of their coefficient factors.'Tags_Lost to EINS', 'Tags_Closed by Horizzon' are obtained by encoding original categorical variable 'Tags'. 'Lead Quality_Worst' is obtained by encoding the categorical variable 'Lead Quality'.

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 3- In the case using the model we have made, we can set very low cutoff and then see who are the people the can be targeted. Then we can call them. My suggestion is that, after getting cut-off customers who can be converted to lead, we should look at lead score. High lead score means more chances 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 4- For this I will suggest the same approach that I have taken in above question. I will just set cut-off to be very high and will then target customers with personalized mails and messages instead of useless calls.

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