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

- **Last Notable Activity (4.15)**
- **Asymmetrique Activity Score (2.83)**
- **Specialization (1.42)**

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?

- **Last Notable Activity (4.15):** Highest positive coefficient among categorical variables.
- **Lead Source (0.53):** Positive coefficient, contributing to the probability of lead conversion.
- **Update me on Supply Chain Content (0.48):** Positive coefficient, making it important for increasing the probability of lead conversion.

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.

- **Phone Calls to High-Probability Leads:** During the intern hiring period, prioritize making phone calls to leads predicted as 1 by the model.
- **Focus on Top Positive Contributors:** Concentrate efforts on leads with features that contribute most positively to conversion, such as Last Notable Activity, Asymmetrique Activity Score, and Specialization.

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.

- **Selective Calling:** Minimize phone calls unless necessary by focusing on leads with high probability of conversion (predicted as 1 by the model).
- **Prioritize Efficient Channels:** Utilize efficient communication channels based on the model's insights, such as Last Notable Activity, Lead Source, and Update me on Supply Chain Content.