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

   Top Three Variables Contributing Most to Lead Conversion Probability:
   Based on the analysis and model outputs, the top three variables with the strongest positive influence on the probability of lead conversion are likely:

   - Total Time Spent on Website
   - Total Visits
   - Lead Source with elements Google

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2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

   Top Three Categorical/Dummy Variables to Focus on:
   From the categorical variables encoded as dummies, the most influential variables for improving lead conversion would typically be those with significant coefficients (positive and large) in the logistic regression model. While the exact variable names and coefficients are not explicitly given in the screenshot text, common impactful categories in similar datasets usually include:

   - Certain **Lead Source** categories (e.g., Lead Source types with high conversion rates).
   - Specific **Lead Origin** categories.
   - Engagement-related flags or channels like **Olark Chat** presence.

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3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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.

   Strategy for Aggressive Lead Conversion During X Education Intern Hiring Phase:
   Since the objective is to convert almost all potential leads during this intense two-month phase using an expanded sales team (including interns), the recommendation is:

- **Lower the cutoff threshold for classification** in the lead scoring model during this phase so that more leads are classified as "1" (potential converters).
- This increases the number of leads marked for follow-up calls, maximizing outreach.
- Although this may increase false positives (non-converting leads being called), having a larger calling resource (interns) makes this feasible.
- Employ focused follow-up campaigns where all leads above a more inclusive probability cutoff (e.g., lower than 0.42) are contacted.

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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.

   Strategy to Minimize Useless Phone Calls When Company Meets Targets Early:
   When the company wants to minimize unnecessary calls, aiming to reduce false positives, the best approach is:

   - **Raise the cutoff threshold for classification** so only leads with very high predicted probability of conversion are contacted.
   - This tightens the definition of a "potential lead," reducing calls to low-probability leads.
   - While it may reduce the total number of leads contacted and potentially miss some converters (false negatives), it reduces wasted sales effort.

   - This strategy focuses on **maximizing precision** (high confidence in each call), ideal when resources should be minimized or redirected.