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

- **Tags_Lost to EINS:** This variable has a coefficient of 5.0280, which indicates a strong positive influence on the log-odds of conversion. Leads with this tag are more likely to convert.
- **Tags_Will revert after reading the email:** This variable has a coefficient of 3.1762, showing a positive influence on the log-odds of conversion. Leads with this tag are more likely to convert.
- **Lead Source_Welingak Website:** This variable has a positive coefficient of 3.2369, indicating a strong positive impact on the probability of conversion.

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?**

- **Tags_Lost to EINS:** This is a categorical variable related to the lead's tag. It has the largest positive coefficient (5.0280), indicating a substantial positive impact on the probability of conversion. Focusing on leads with this tag may increase the likelihood of conversion.
- **Tags_Will revert after reading the email:** This categorical variable related to lead tags has a positive coefficient of 3.1762, suggesting a significant positive contribution to the probability of conversion. Leads with this tag are likely to have a higher probability of conversion.
- **Tags_Closed by Horizzon:** This dummy variable has a positive coefficient of 4.5340, suggesting that leads with the tag "Closed by Horizzon" contribute significantly to the probability of conversion. Strategies to target and nurture leads with this tag could enhance conversion rates.

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.**

   Some strategies based on the logistic regression model:

   - **Prioritize High Probability Leads:** X Education should focus on leads that have been predicted as 1 by the model, i.e., those with a high probability of conversion. These are the leads where the logistic regression model predicts a higher likelihood of conversion.

   - **Utilize Tags and Source Information:** Prioritize leads with positive contributors to conversion, such as those with the "Lost to EINS," "Closed by Horizzon," or originating from the Welingak website (as identified in the model).

   - **Phone Call Campaigns:** Initiate targeted phone call campaigns during this period. Directly reaching out to potential leads via phone calls can have a significant impact on conversion rates.

- **Customized Scripts:** Prepare customized scripts for the interns to use during phone calls. Tailor the communication based on the specific tags and sources that the logistic regression model has identified as strong predictors of conversion.

- **Engage with Leads through Multiple Channels:** Utilize multiple communication channels, including emails and personalized messages, in addition to phone calls. A multi-channel approach can reinforce the engagement and increase the chances of conversion.

- **Integrate Interns with Experienced Sales Team:** Collaborate with the experienced sales team and integrate interns into the conversion process. They can learn from the experience of the existing team and contribute to the aggressive conversion strategy.

- **Continuous Monitoring and Feedback:** Regularly monitor the performance of interns and provide timely feedback. Use this feedback loop to improve the effectiveness of their outreach efforts.

- **Time-Sensitive Offers and Incentives:** Create time-sensitive offers and incentives to encourage leads to convert quickly during this aggressive phase. Limited-time promotions or exclusive deals can create a sense of urgency.

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 employ during this time:

- **Segmentation and Prioritization:** By using the predictive model to segment leads based on their probability of conversion. Focus on leads with lower probabilities during this time, as they are less likely to convert immediately.

- **Nurture Campaigns:** Implement lead nurturing campaigns that involve sending informative and valuable content through emails. Focus on building a relationship with leads, providing them with useful information related to products or industry.

- **Social Media Engagement:** Increase the company's presence on social media platforms. Engage with the audience through posts, comments, and direct messages. This can help generate interest and inquiries without the need for intrusive phone calls.

- **Webinars and Online Events:** Host webinars or online events to showcase expertise in the industry. These events can attract leads who are genuinely interested and may convert without the need for direct phone calls.

- **Customer Referral Programs:** Encourage existing customers to refer new leads. Implement referral programs that reward customers for successful referrals. This approach leverages the existing customer base to bring in new business without extensive phone outreach.