### **1. Top three variables contributing to lead conversion probability**

Based on the model, the top variables are: "Total Time Spent on Website" (higher engagement correlates with conversion), "Lead Quality" (high relevance indicates readiness), and "Lead Profile" (potential leads are more likely to convert).

### **2. Top 3 categorical/dummy variables to focus on**

Focus on "Lead Origin (Landing Page Submission)" for optimized campaigns, "Lead Source (Google)" for targeted ads, and "Specialization (Finance Management)" for domain-specific outreach.

### **3. Strategy for aggressive conversion during intern period**

Target leads with scores >70, train 10 interns for personalized calls, implement daily follow-ups for 5 days, and offer incentives like course materials to maximize conversions.

### **4. Strategy to minimize calls when targets are met**

Raise call threshold to 90+, use automated emails/SMS for 60-89 scores, reallocate staff to new tasks, and call only if "Last Notable Activity" shows high engagement.