1. Top Three Variables Contributing Most to Lead Conversion

- After building the model, use the feature importance or coefficient values (for logistic regression).

- Identify the top three numerical variables with the highest positive impact on the probability of a lead getting converted.

- Likely candidates could include variables like **Total Time Spent on Website**, **Page Views per Visit**, and **Last Activity** (based on their business relevance).

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2. Top Three Categorical/Dummy Variables to Focus On

- Examine the dummy variables created from categorical features (e.g., **Lead Source**, **Lead Origin**, or **Last Activity**).

- Use their coefficient values or importance rankings from the model to determine the top three contributors to lead conversion.

- For example:
    - A specific lead source like "Google Ads" might be highly significant.
    - Certain activities like "Downloaded Brochure" or "Watched Demo Video" could indicate high intent.

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3. Strategy During Aggressive Conversion Periods

Objective: Maximize conversions by targeting almost all high-potential leads.

- **Approach**:
    - Use a model with high **recall** to identify all potential leads likely to convert (true positives).
    - Ensure minimal loss of "hot leads" by setting a **lower probability threshold** for classification (e.g., 0.4 or 0.5 instead of 0.5+).
    - Assign interns to call all leads predicted as "1" by the model.
    - Prioritize leads by their lead score so the sales team can focus on the highest-scoring ones first.

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4. Strategy During Periods of Reduced Focus on Phone Calls

Objective: Minimize unnecessary phone calls while maintaining key conversions.

- **Approach**:
    - Use a model with high **precision** to ensure only the most likely leads are targeted (reduce false positives).

- Set a **higher probability threshold** (e.g., 0.7 or 0.8) to classify leads as "1."

- Focus on leads with the highest lead scores from the model.

- Consider automating initial contact with low-priority leads via email or SMS instead of phone calls to save resources.