After successfully processing the data and constructing the model, several key insights have emerged that could significantly enhance lead conversion rates:

- A majority of leads originate from submissions on landing pages.
- The primary lead source is predominantly Google.
- The majority of leads are concentrated in India.
- Mumbai stands out as the city generating the highest number of leads.

Critical variables influencing potential buyers include:

- Lead Origin
- Lead Source
- Total number of visits
- Recent activity indicators such as SMS and chat conversations
- Current occupation, particularly if the individual is employed.

Considering these factors, X Education is poised to capitalize on these insights, potentially converting a substantial portion of these leads into course buyers.