Download this database. Consider this to be the sales team data for a company called XYZ. Analyze the data to identify patterns and highlighting the pain points in the sales pipeline (Ideal scenario: Lead-> Prospect -> Application Submitted-> Customer). Create a report (not more than two A4 pages) curating these interpretations and insights. Also include recommendations for future decisions that XYZ can take. Use the following as a guide to abbreviations:

- RCB: Receive Call Back (Will be called back by the sales team)
- DNP: Did Not Pick
- Lead sources, Owners and Preferred Courses have proxy data entries, sufficient to serve the task at hand

State, clearly, any assumptions that you make. Also, be reasonable while you're at it!