

Summary

- The organization should prioritize calling leads originating from "Welingak Websites" and "Reference," as these sources are more likely to convert.
- Leads identified as "working professionals" should be contacted, as they have a higher probability of conversion.
- Leads who have spent significant time browsing the website should be targeted, as they demonstrate greater interest and conversion potential.
- It is advisable to reach out to leads generated through "Olark Chat," as these leads are more likely to convert.
- Leads whose last recorded activity was receiving an SMS should also be contacted, as they are more likely to convert.
- Leads whose last activity involved an "Olark Chat Conversation" should not be contacted, as they are less likely to convert.
- Leads originating from "Landing Page Submission" are unlikely to convert and should not be prioritized for calls.
- Leads with a specialization listed as "Others" should not be contacted, as they have a low likelihood of conversion.
- Leads who selected "Do not Email" as "Yes" should not be called, as they are less likely to convert.