

# Summary

1. The company should make calls to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
2. There are a lot of leads in the original stage but only a many of them are converted into paying guest.
3. They make calls to the leads who are the "working professionals" as they are more likely to get converted.
4. The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted.
5. The high number of total visits & Total time spent on platform may adding the chances of lead to be converted.
6. They should make calls to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
7. The company should make calls to the leads whose last activity was SMS Sent as they are more likely to get converted.
8. Talking to last notable exertion, making enhancement in client engagement through dispatch & calls will help to convert leads. As the leads which are opening dispatch have high probability to convert, Same as transferring SMS will also profit.
9. The company should not make calls to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
10. The company should not make calls to the leads whose Specialization was "Others" as they are not likely to get converted.