Total Time Spent on Website	3.984967
Lead Origin_Lead Add Form	2.760233
Lead Source_Welingak Website	2.607691
What is your current occupation_Working Professional	2.593145

- The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted.

- 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.

- The company should make calls to the leads who are the "working professionals" as they are more likely to get converted.

Below three categorical variables should be focused more

Lead Origin_Lead Add Form
Lead Source_Welingak Website
What is your current occupation_Working Professional

- Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
- Target leads that repeatedly visit the site (Page Views Per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are strongly highlighted.
- Target leads that have come through References as they have a higher probability of converting Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education

Do not focus on unemployed leads. They might not have a budget to spend on the course
Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure