

Summary

The case study underlines the necessity of prioritizing lead sources and activities while making productive sales calls. The following criteria are presented in decreasing order of their weight:

1. X Education should prioritize calling leads from the lead origin "Lead Add form" because they have a higher possibility of conversion.
2. Leads from the lead source "Welingak Websites" should also be called because they are more likely to convert.
3. Calling leads who had the last activity of "Had a phone conversation" is advised because they have a better conversion potential.
4. Leads from the lead origin "Lead Import" should be contacted as they have a comparatively higher likelihood of conversion.
5. Calling leads from the lead source "Olark Chat" is advised because of their increased conversion chance.
6. Leads who have spent more time on the website should be prioritized for calls because they are more likely to convert.

However, calling these leads should be avoided because of the following indicators that there is a lesser chance of conversion:

1. Leads whose current occupation is "Unemployed" or "Student" are least likely to convert, so making calls to them may not be productive.
2. Leads whose last notable activity is "Email link clicked" or "Modified" are not likely to convert and should not be called.
3. Leads whose last notable activity is "Page visited on website" should not be contacted as they are not likely to convert.
4. Leads who have selected "Do not Email" as "yes" should not receive calls as they are not likely to convert.
5. Calls should be avoided for leads whose last notable activity is "Olark chat conversation" or "Email opened" as they are not likely to convert.
6. Leads whose last notable activity is "Email bounced" or "Converted to lead" should not be called as they are not likely to convert.

This prioritization strategy helps the company focus their efforts on leads with a higher potential for conversion while avoiding those with lower conversion probabilities.