

## Summary

- The objective is to identify individuals who exhibit a significant level of engagement with the X-Education website, as measured by their total time spent on the platform.
- The objective is to identify and engage with individuals who have a pattern of frequent visits to the website, as indicated by a high number of pages views each visit. However, it is possible that people are coming several times to compare courses offered on other websites, since the frequency of visits may be attributed to this purpose.
- The interns should adopt a more assertive approach and prioritize on the competitive advantages of X-Education. It is advisable to prioritize leads that have been acquired via references, since they exhibit a greater likelihood of conversion.
- Students may be contacted, but their likelihood of conversion is reduced as a result of the course's focus on industry.
- Nevertheless, this aspect might serve as a compelling incentive to guarantee the preparedness of individuals for the professional sphere at the culmination of their educational journey.