

Summary Report

It was found that the variables that mattered the most in the potential buyers are (In descending order) :

- 1.The total time spent on the Website.
 - 2.Total number of visits.
 - 3.When the lead source was:
 - a. Google
 - b. Direct traffic
 - c. Organic search
 - d. Welingkar website
 4. When the last activity was:
 - a. SMS
 - b. Olark chat conversation
 5. When the lead origin is Lead add format.
 6. When their current occupation is as a working professional.
- Keeping these in mind the X Education can flourish as they have a very high chance to get almost all the potential buyers to change their mind and buy their courses.