<u>Summary</u>

The summary for the Case Study is as follows.

The company should prioritize making calls to leads originating from "Welingak Websites" and "Reference," as these sources have a higher likelihood of conversion.

Additionally, calls should be made to leads identified as "working professionals," as they exhibit a higher conversion probability.

Furthermore, leads who have spent more time on the company's websites should be targeted for calls, as they are more likely to convert.

Calls should also be directed towards leads coming from the "Olark Chat" lead source, as they are more likely to convert.

It is advisable not to make calls to leads whose last activity was "Olark Chat Conversation," as they are unlikely to convert.

Similarly, leads whose lead origin is "Landing Page Submission" should not be called, as they are not likely to convert.

Leads with a Specialization listed as "Others" should also not be called, as they are not likely to convert.

Moreover, leads who have selected "Do not Email" as "yes" should not be contacted via calls, as they are not likely to convert.