

SUMMARY

It was found that the variables that mattered the most in the potential buyers are:

1. 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. Welingak 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.

ADDITIONAL LEARNINGS:

- Also, it is learnt that sending automated mails and SMS to the people who are very highly likely to buy the course would reduce the manhours and rate of phone calls.
- Engaging the people to spend more time on the website would also invoke the probability of people buying the course.