X Education should focus more on the following since these are the top variables contributing to conversion:

- LEAD SOURCE:
  - Total Visits
  - Total Time Spent on Website
- Lead Origin:
  - Lead Add Form
- Lead source:
  - Direct traffic
  - Google
  - Welingak website
  - Organic search
  - Referral Sites

They should avoid focussing on the following:

Last Activity:

- Do Not Email_Yes
- Last Activity_Email Bounced
- Olark chat conversation