

Summary

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

1. The total time spend on the Website.
2. Total number of visits.
3. The lead source was website
4. When the last activity was:
 - a. SMS
 - b. Olark chat conversation
5. When the lead origin is Lead add format.

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