Summary-

1-The company should make calls to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.

2-The company should make calls to the leads who are the "working professionals" as they are more likely to get converted.

3-The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted.

4-The company should make calls to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.

5-The company should make calls to the leads whose last activity was SMS Sent as they are more likely to get converted.

6-The company should not make calls to the leads whose last activity was "Olark Chat Conversation" as they are not likely to get converted.

7-The company should not make calls to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.

8-The company should not make calls to the leads whose Specialization was "Others" as they are not likely to get converted.

9-The company should not make calls to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.