

Instructions
Imagine you are working for an organization that offers advanced certifications in various courses. Your objective is to analyze a dataset that contains information about how leads are acquired, categorized and converted.
Given the dataset (attached), which includes the following columns:
1. Channel_group: Acquisition channel through which the lead was generated.
2. Course: The course the lead showed interest in.
3. Lead_id: A unique identifier for each lead.
4. Lead_type: The type of interaction through which the lead was generated.
5. Lead_date: The date when the lead was created
6. Other intuitive columns.....
You need to:
1. Identify the top 5 insights from this dataset.
2. Present your analysis in a clear and structured manner in a document(2-4 pages) using either a Word document or a PDF format.
3. Make clear assumptions if necessary.
Your analysis should highlight trends, patterns, or any other meaningful observations that could help the organization understand how leads are generated and how they interact with courses.