

Summary

Based on the analysis, the most influential variables in identifying potential buyers, ranked in descending order of importance, are as follows:

1. Total time spent on the website.
2. Total number of visits.
3. Lead source: a. Google b. Direct traffic c. Organic search d. Welingak website
4. Last activity: a. SMS b. Olark chat conversation
5. Lead origin as Lead add format.
6. Current occupation as a working professional.

Taking these factors into consideration, X Education has a significant opportunity to convert a majority of potential buyers by focusing on these key aspects. By emphasizing the importance of the website experience, the number of visits, various lead sources, specific last activities, lead origin, and targeting working professionals, X Education can enhance its chances of successfully converting potential buyers into customers.