

mql_id Marketing Qualified Lead id

seller_id Seller id

sdr_id Sales Development Representative id

sr_id Sales Representative

won_date Date the deal was closed.

business_segment Lead business segment. Informed on contact.

lead_type Lead type. Informed on contact.

lead_behaviour_profile Lead behaviour profile. SDR identify it on contact.

has_company Does the lead have a company (formal documentation)?

has_gtin Does the lead have Global Trade Item Number (barcode) for his products?

average_stock Lead declared average stock. Informed on contact.

business_type Type of business (reseller/manufacturer etc.)

declared_product_catalog_size Lead declared catalog size. Informed on contact.

declared_monthly_revenue Lead declared estimated monthly revenue. Informed on contact.