

Campaign_Performance

dates	- The day when the data was recorded
campaign_name	- Name of the campaign conducted
campaign_start_data	- Some rows contains dates, Much are null
creative_name	- ad_content used while marketing about the campaign
total_spent	- Total amount spent while running this campaign
impressions	- No.of times ad was displayed in this campaign ongoing time
clicks	- No. of times the displayed ad was clicked by the viewers
click_through_rate	- Percentage of impressions that was resulted by clicking
Leads	- No.of leads - Shown interest in the campaign
platform	- The social media platform that the campaign was running
adset_name	- The name of the ad-set within the campaign

Leads Generated

lead_id	- it is an identifier(unique) for each lead
created_time	- The date and time when the lead was created
Ad Name	- The name of the ad that was generated by the lead
Campaign Name	- The name of the marketing campaign that was related with the lead
form_name	- Name of the form filled out by the lead
platform	- The platform where the lead was generated
graduation_degree	- The Degree attained by the lead
graduation_percentage	- The percentage attained by the lead in their whole graduation period
work_experience	- Lead having the amount of experience
mapped	- It is a kind of indication whether the lead has been mapped to the respective category or not
lsq_lead_stage	- Present status of the lead in lead qualifying process
lsq_lead_owner	- The responsible person for the lead
lsq_source	- The source from which the lead was generated

Phone Metrics

lead_number	- for every lead a unique id(small confusion)
first_name	- first name of the lead
Lead_id	- unique identifier for each lead
inbound_phone_call_counter	- No. of inbound phone calls made to the lead
mobile_number	- Mobile number of the lead
outbound_phone_call_counter	- No.of outbound calls made to the lead
lead_stage	- Present stage of the lead in the process
lead_score	- score allotted to the lead based on criteria
owner	- responsible person for managing the lead
activity	-activity was done with lead
date_of_call	- date and time of the call with the lead
status	- Status of the call with the lead
call_duration_sec	- duration of the call in sec
calls_done_by	- Name of the person who made the call
contacted	- lead was contacted or not?
call_time	- time of the call with the lead
calls_done_by2	-second time calling
new_followup	- any new follow up
sales_squad	- squad to which agent belongs
squad_role	-role of the person in the squad