

Variables
Prospect ID
Lead Number
Lead Origin
Lead Source
Do Not Email
Do Not Call
Converted
TotalVisits
Total Time Spent on Website
Page Views Per Visit
Last Activity
Country
Specialization
How did you hear
What is your current occupation
What matters most to you in choosing this course
Search
Magazine
Newspaper Article
X Education Forums
Newspaper
Digital Advertisement

Through Recommendations
Receive More Updates About Our Courses
Tags
Lead Quality
Update me on Supply Chain Content
Get updates on DM Content
Lead Profile
City
Asymmetrique Activity Index
Asymmetrique Profile Index
Asymmetrique Activity Score
Asymmetrique Profile Score
I agree to pay the amount through cheque
a free copy of Mastering The Interview
Last Notable Activity

Description
A unique ID with which the customer is identified.
A lead number assigned to each lead procured.
The origin identifier with which the customer was identified to be a lead. Includes API, Landing Page Submission, etc.
The source of the lead. Includes Google, Organic Search, Olark Chat, etc.
An indicator variable selected by the customer wherein they select whether or not they want to be emailed about the course or not.
An indicator variable selected by the customer wherein they select whether or not they want to be called about the course or not.
The target variable. Indicates whether a lead has been successfully converted or not.
The total number of visits made by the customer on the website.
The total time spent by the customer on the website.
Average number of pages on the website viewed during the visits.
Last activity performed by the customer. Includes Email Opened, Olark Chat Conversation, etc.
The country of the customer.
The industry domain in which the customer worked before. Includes the level 'Select Specialization' which means the customer had not selected this option while filling the form.
The source from which the customer heard about X Education.
Indicates whether the customer is a student, unemployed or employed.
An option selected by the customer indicating what is their main motto behind doing this course.
Indicating whether the customer had seen the ad in any of the listed items.

Indicates whether the customer came in through recommendations.
Indicates whether the customer chose to receive more updates about the courses.
Tags assigned to customers indicating the current status of the lead.
Indicates the quality of lead based on the data and intuition the the employee who has been assigned to the lead.
Indicates whether the customer wants updates on the Supply Chain Content.
Indicates whether the customer wants updates on the DM Content.
A lead level assigned to each customer based on their profile.
The city of the customer.
An index and score assigned to each customer based on their activity and their profile
Indicates whether the customer has agreed to pay the amount through cheque or not.
Indicates whether the customer wants a free copy of 'Mastering the Interview' or not.
The last notable acitivity performed by the student.