

Meta-Information on the Trelleborg Data

The main columns have the following meanings:

- **Name:** The name of the lead. Provides additional details to source.
- **Account_Party_Name:** The name of the lead's associated account / company (anonymized, i.e., replaced by fake name).
- **Main_Contact_Person_Name:** The name of the lead's main contact person (anonymized).
- **Company, Contact_First_Name, Contact_Middle_Name, Contact_Last_Name, First_Name_of_Indiv_Customer, etc.:** Details of lead's associated company and contact person (flagged with true if value is present in database).
- **Status_Text:** The status of the lead. This could be the target variable.
- **Reason_Code_Text:** The reason for the lead's status. This is in particular interesting for closed leads. If status == closed and reason == "quote generated" this can be also seen as converted.
- **Source_Text:** The source of the lead (see PPTX).
- **Priority_Text:** The priority of the lead.
- **Start_Date** and **End_Date:** The start and end dates of the lead.
- **Owner_Party_Name:** The name of the lead's owner.
- **Marketing_Unit_Name** and **Sales_Unit_Name:** The names of the lead's marketing and sales units (Trelleborg Customer Solution Center; see PPTX).
- **Sales_Territory_Name:** The name of the lead's sales territory.
- **Note:** Additional notes (from free text field) about the lead. Further information also given in PPTX.

The rest of the columns should be self-explanatory.