Please help me to identify "zombie" opportunities in Salesforce via engagement analysis.

① DE: Architecture

Write the design document

Design Specifications

Table #10
- **name**: fct_opportunity_health
- **description**: Scores each opportunity's health to identify 'zombie' deals based on sales engagement.
- **source_tables**: [int_opportunities_with_age, int_activities_per_deal]
- **columns**:
  - **name**: opportunity_health_score
  - **description**: Prioritized Rules for Health Score [0-100]
    1. High Engagement (>=5 activities in 30d) => 90
    2. Stale Deal (no activity > 30d) => 10
    3. Stuck Deal (in stage > 90d) => 25
    4. default => 60

Table #9
- **name**: int_activity_summary

...
+10 tables

② DE: Implementation

Write SQLs to build DE DAG

Raw Data Sources

DE-DAG

Codebase of DE-DAG

```
sqls
staging
  stg_opportunity.sql
intermediate
  int_opportunity_pipeline.sql
marts
  revenue_forecast.sql
```

→

```
sqls
intermediate   Fix 3 SQLs
  int_opportunity_velocity.sql
  ...
marts          Add 4 SQLs
  fct_sales_velocity.sql
  fct_funnel_conversion.sql
  ...
```

Sales Velocity & Funnel Conversion?

③ DE: Evolution

Write SQLs to fix/update DE DAG

④ DI: Insight Generation

Write Python / SQL to generate open-ended analysis

Python/ SQL & Thinking

Semantic-Layer Data

Open-Ended Analysis

Analytical Report
Our Q3 analysis shows that 40% of the sales pipeline value is comprised of "unhealthy" opportunities that have seen no sales activity in over 30 days.

Key Insights
Stale deals are inflating the forecast, which masks a critical slowdown in sales velocity.

Actionable Recommendations
Review all deals scoring under 30 weekly to force a decision: re-engage or disqualify.