## **Marketing Metrics ERD**

Opportunities	
opportunity_id	VARCHAR(20)
account_id	VARCHAR(20)
opporutnity_name	VARCHAR(255)
close_date	DATE
amount	DECIMAL(10,2)
manager_forecast	VARCHAR(50)
projected_acv	DECIMAL(10,2)
customer_type	VARCHAR(50)
stage	VARCHAR(50)
created_date	DATE
opporutnity_type	VARCHAR(50)

Accounts	
VARCHAR(20)	
VARCHAR(255)	
VARCHAR(255)	
CHAR(1)	
VARCHAR(255)	
INT	
VARCHAR(255)	
VARCHAR(255)	
VARCHAR(255)	
DATE	
VARCHAR(255)	

Events	
event_id	VARCHAR(20)
account_id	VARCHAR(20)
event_type	VARCHAR(50)
created_date	DATE
completed_date	DATETIME
event_status	VARCHAR(50)
result	VARCHAR(255)