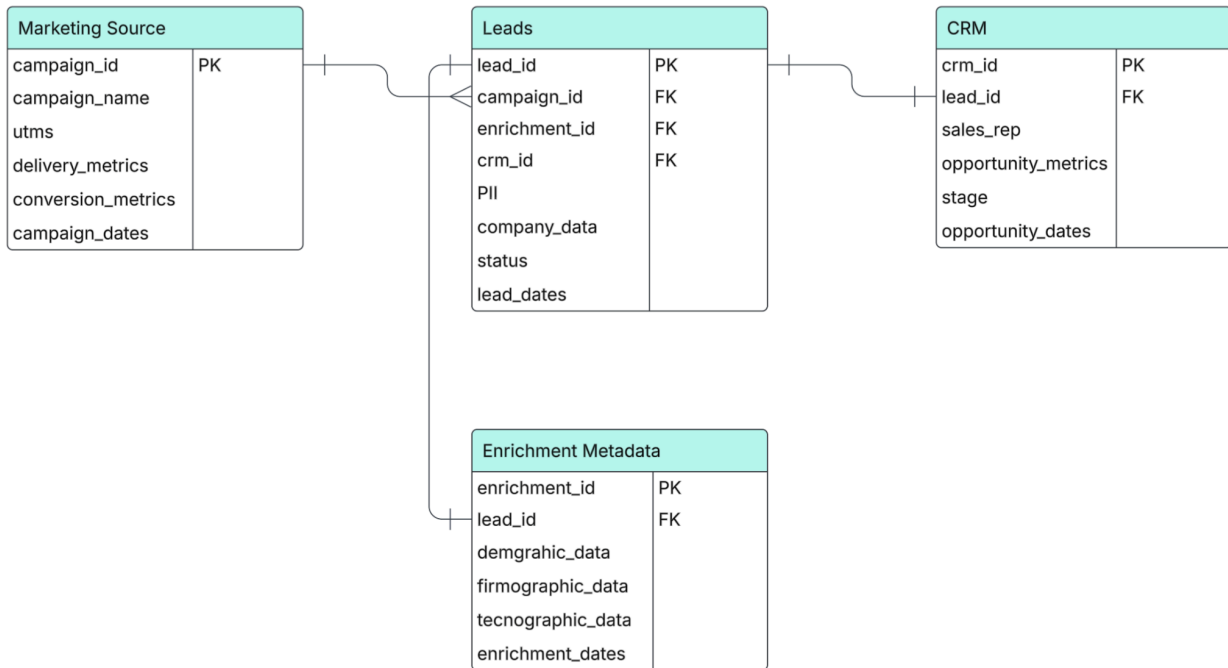
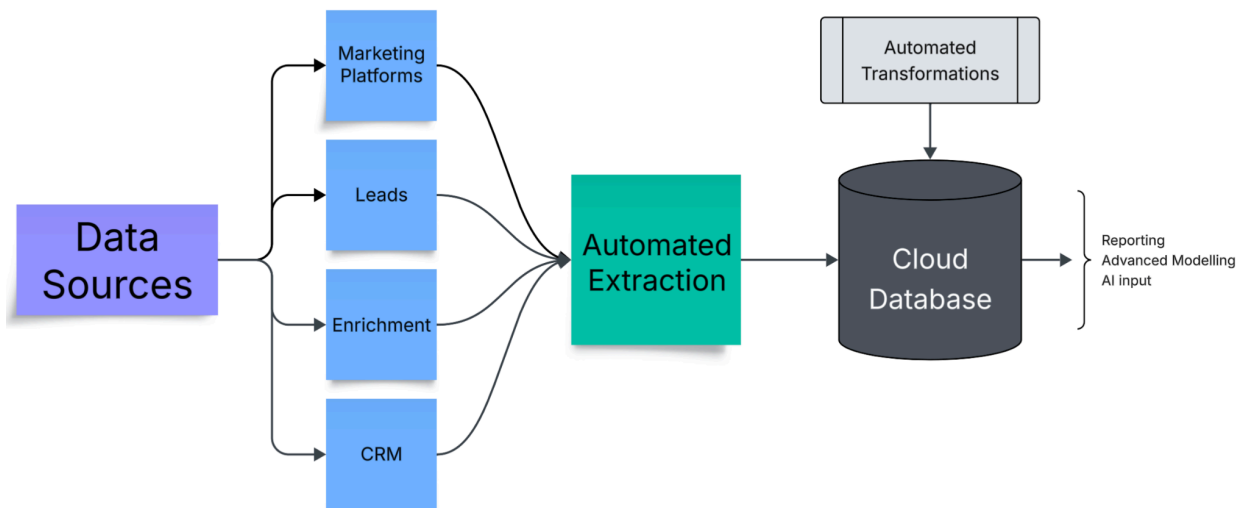


1. ERD diagram



2. Data pipeline

Raw data from Marketing Platforms, HubSpot, Apollo and Salesforce can be loaded into Snowflake tables through an in-house solution (extracting from each platform API endpoints via a serverless service from any cloud provider) or using a third party tool (Stitch, Fivetran, Airbyte, others).



3. dbt Model

models/staging/ads_facebook/stg_facebook.sql with its YAML file

```
select
    campaign_id,
    campaign_name,
    utm_source,
    utm_medium,
    spend,
    impressions,
    clicks,
    conversions,
    created_date as created_at,
    updated_date as updated_at,
    end_date as ended_at
from {{ ref('raw_facebook_campaigns') }}
```

models/staging/leads/stg_hubspot.sql with its YAML file

```
select
    id as lead_id,
    campaign_id,
    enrichment_id,
    crm_id,
    email,
    name,
    created_date as created_at
from {{ ref('raw_hubspot_leads') }}
```

models/staging/enrichment/stg_apollo.sql with its YAML file

```
select
    id as enrichment_id,
    lead_id,
    company_name,
    job_title,
    enriched_at
from {{ ref('raw_apollo_enrichment') }}
```

models/staging/crm/stg_salesforce.sql with its YAML file

```
select
  id as crm_id,
  lead_id,
  sales_rep,
  stage,
  opportunity_value,
  converted_at,
from {{ ref('raw_salesforce_opportunities') }}
```

models/marts/business/lead_funnel.sql with its YAML file

```
select
  l.lead_id,
  l.email,
  l.name,
  l.created_at,
  s.campaign_name,
  s.utm_source,
  s.utm_medium,
  e.company_name,
  e.job_title,
  CASE WHEN c.stage IS NULL THEN 'Open' ELSE c.stage END as stage,
  c.opportunity_value,
  c.converted_at
from {{ ref('stg_hubspot') }} l
left join {{ ref('stg_facebook') }} s
  on l.campaign_id=s.campaign_id
left join {{ ref('stg_apollo') }} e
  on l.enrichment_id = e.enrichment_id
left join {{ ref('stg_salesforce') }} c
  on l.lead_id = c.lead_id
```

Key findings

The rationale behind your modeling and forecasting approaches.

Strategic recommendations for the Head of Marketing.