

Lead Details	Attribute	Usecases
	first_name	Create a segment of students currently studying in Class 9 or 10 for foundation course pitching.
	last_name	
	user_id	Create a segment of students studying in Class 11 or 12 for competitive exam preparation courses.
	lms_created_by	
	superleap_origin	Create a segment of students belonging to the Science stream for JEE/NEET-oriented programs.
	ps_created_by	
	term	Create a segment of students interested in Engineering as a career path.
	created_by	
	city_name	Create a segment of students interested in Medical as a career path.
	pincode	
	state_name	Create a segment of students who were created in the last 15 days (fresh leads).
	class_studying	
	created_date	Create a segment of students created more than six months ago with no recent activity (dormant leads).
	student_mobile_number	
	gender	Create a segment of students who have had at least one counseling conversation with a counselor.
	birth_date	
	stream	Create a segment of students who have never had a counseling conversation and need first-time outreach.
	psid	
	category	Create a segment of students who have had more than three connected counselor calls (high-intent leads).
	whatsapp_opt_in	
	class_topper	Create a segment of students who visited a branch at least once but have not enrolled yet.
	source	
	father_first_name	Create a segment of students who have not visited a branch or received a home visit (low-touch leads).
	father_last_name	
	mother_first_name	Create a segment of students acquired through offline or branch walk-in sources.
	mother_last_name	
	stage	Create a segment of students acquired through a specific source.
	school_name	
	school_city	Create a segment of students created more than six months ago with low engagement.
	school_exam_board	
	branch_name	Create a segment of students with parent contact details available for outreach.
	branch_code	
	branch_city	Create a segment of students belonging to a specific academic term
	branch_zone	
	course_name	
	principle_mobile_number	
	first_conversation_remark	
	last_conversation_remark	
	no_of_call_connected	
	no_of_branch_visit	
	no_of_home_visit	
	first_branch_visit_date	
	last_branch_visit_date	
	first_home_visit_date	
	last_home_visit_date	
	utm_id	
	utm_campaign	

	utm_source utm_medium carrier_interested_in	Create a segment of students interested in RCC programs for targeted RCC course pitching. (Uses: carrier_interested_in = RCC)	
Last 45 days + this academic year attributes	Attribute	Usecases	
	last_45_days_opp no_of_times_lead_lost no_of_times_lead_lost_45_days lead_lost_region_45_days no_of_times_lead_lost_region this_academic_year_opp no_of_times_lead_lost_this_year lead_lost_region_this_year no_of_times_lead_lost_region_this_year	Create a segment of students who were marked as lead lost more than twice in the last 45 days (high churn risk leads). Build a segment of students who had an opportunity created for AD, RCC, or DLP in the last 45 days. Build a segment of students whose leads were lost in a specific region in the last 45 days for AD, RCC, or DLP. Build a segment of students who had multiple lead-loss events across different regions in the last 45 days.	

  

Scholarship Opportunity Details	Attribute	Usecases	
	current_anthe_stage current_anthe_id current_anthe_date_of_exam current_anthe_original_examination_date current_anthe_exam_mode current_anthe_exam_center current_anthe_roll_number current_anthe_stream current_anthe_created_at current_anthe_utm_id current_anthe_utm_campaign current_anthe_class_studying_in current_anthe_utm_medium current_anthe_payment_date current_anthe_transaction_status current_anthe_transaction_amount current_anthe_payment_link current_anthe_is_mock_taken current_anthe_mock_payment_date current_anthe_mock_transaction_amount current_anthe_is_sample_taken current_anthe_percentage current_anthe_eligible_scholarship current_anthe_national_rank current_anthe_state_rank current_anthe_city_rank current_anthe_sample_submitted_date current_anthe_mock_submitted_date previous_anthe_stage previous_anthe_exam_date previous_anthe_stream previous_anthe_mock_taken	Build a segment of students who have registered for the current ANTHE but have not completed payment yet. (uses: current_anthe_payment_date, current_anthe_transaction_status)  Build a segment of students who appeared for previous ANTHE but have not taken or purchased the mock test for the current ANTHE. (uses: previous_anthe_stage, previous_anthe_mock_taken, current_anthe_is_mock_taken)  Build a segment of students who have paid for the current ANTHE but have not taken the mock test yet. (uses: current_anthe_transaction_status, current_anthe_is_mock_taken)  Build a segment of students who are eligible for scholarship based on current ANTHE results. (uses: current_anthe_eligible_scholarship, current_anthe_percentage)  Build a segment of students who appeared for the current ANTHE exam but have not submitted the mock test. (uses: current_anthe_mock_submitted_date, current_anthe_stage)  Build a segment of students with high national, state, or city rank in current ANTHE for premium counseling. (uses: current_anthe_national_rank, current_anthe_state_rank, current_anthe_city_rank)	

previous_anthe_percentage	
previous_anthe_eligible_scholarship	
current_iacst_1_stage	Build a segment of students who registered for the current IACST (first attempt) but have not completed payment. (uses: current_iacst_1_payment_date, current_iacst_1_transaction_status)
current_iacst_1_id	
current_iacst_1_date_of_exam	Build a segment of students who appeared for the previous IACST attempt but have not registered for the current IACST attempt. (uses: previous_iacst_1_stage, current_iacst_1_stage)
current_iacst_1_original_examination_date	
current_iacst_1_roll_number	
current_iacst_1_stream	
current_iacst_1_created_at	Build a segment of students who paid for the current IACST attempt but have not taken the mock test yet. (uses: current_iacst_1_transaction_status, current_iacst_1_is_mock_taken)
current_iacst_1_utm_id	
current_iacst_1_utm_campaign	
current_iacst_1_class_studying_in	Build a segment of students who attempted IACST once and are eligible for scholarship but have not appeared for the second IACST attempt. (uses: current_iacst_1_eligible_scholarship, current_iacst_2_stage)
current_iacst_1_utm_medium	
current_iacst_1_payment_date	
current_iacst_1_transaction_status	Build a segment of students who appeared in both IACST attempts and showed performance improvement in the second attempt. (uses: current_iacst_1_percentage, current_iacst_2_percentage)
current_iacst_1_transaction_amount	
current_iacst_1_payment_link	
current_iacst_1_is_mock_taken	Build a segment of students who appeared for IACST in a previous academic cycle but have not attempted any IACST this year. (uses: previous_iacst_1_stage, previous_iacst_2_stage, current attempt fields)
current_iacst_1_mock_payment_date	
current_iacst_1_mock_transaction_amount	
current_iacst_1_is_sample_taken	
current_iacst_1_sample_submitted_date	
current_iacst_1_mock_submitted_date	
current_iacst_1_percentage	
current_iacst_1_eligible_scholarship	
current_iacst_2_stage	
current_iacst_2_id	
current_iacst_2_date_of_exam	
current_iacst_2_original_examination_date	
current_iacst_2_roll_number	
current_iacst_2_stream	
current_iacst_2_created_at	
current_iacst_2_utm_id	
current_iacst_2_utm_campaign	
current_iacst_2_class_studying_in	
current_iacst_2_utm_medium	
current_iacst_2_payment_date	
current_iacst_2_transaction_status	
current_iacst_2_transaction_amount	
current_iacst_2_payment_link	
current_iacst_2_is_mock_taken	
current_iacst_2_mock_payment_date	
current_iacst_2_mock_transaction_amount	
current_iacst_2_is_sample_taken	
current_iacst_2_sample_submitted_date	
current_iacst_2_mock_submitted_date	
current_iacst_2_percentage	
current_iacst_2_eligible_scholarship	
previous_iacst_1_stage	
previous_iacst_1_exam_date	

previous_iacst_1_stream	
previous_iacst_1_mock_taken	
previous_iacst_1_percentage	
previous_iacst_1_eligible_scholarship	
previous_iacst_2_stage	
previous_iacst_2_exam_date	
previous_iacst_2_stream	
previous_iacst_2_mock_taken	
previous_iacst_2_percentage	
previous_iacst_2_eligible_scholarship	
current_iat_stage	Build a segment of students who registered for the current IAT but have not completed payment. (uses: current_iat_payment_date, current_iat_transaction_status)
current_iat_id	
current_iat_date_of_exam	
current_iat_original_examination_date	Build a segment of students who appeared for previous IAT but have not taken the mock test for the current IAT. (uses: previous_iat, current_iat_is_mock_taken)
current_iat_roll_number	
current_iat_stream	
current_iat_created_at	Build a segment of students who paid for the current IAT but have not submitted the mock test yet. (uses: current_iat_transaction_status, current_iat_mock_submitted_date)
current_iat_utm_id	
current_iat_utm_campaign	
current_iat_class_studying_in	Build a segment of students eligible for scholarship based on current IAT performance. (uses: current_iat_eligible_scholarship, current_iat_percentage)
current_iat_medium	
current_iat_payment_date	
current_iat_transaction_status	Build a segment of students who appeared for the current IAT exam but have not taken any sample or mock tests. (uses: current_iat_is_sample_taken, current_iat_is_mock_taken)
current_iat_transaction_amount	
current_iat_payment_link	
current_iat_is_mock_taken	Build a segment of students with high IAT scores for advanced course or fast-track counseling. (uses: current_iat_percentage)
current_iat_mock_payment_date	
current_iat_mock_transaction_amount	
current_iat_is_sample_taken	
current_iat_sample_submitted_date	
current_iat_mock_submitted_date	
current_iat_percentage	
current_iat_eligible_scholarship	
previous_iat	

Product Opportunity Details	Attribute	Usecases
	latest_product_stage	Build a segment of students whose latest product opportunity was lost due to fee-related reasons
	latest_product_stage_sub_disposition	
	latest_product_opportunity_id	Build a segment of students whose latest product opportunity belongs to a specific stream and class
	latest_product_career	
	latest_product_course_name	Build a segment of students whose latest product opportunity is mapped to a specific branch for location-based pre-admission campaigns.
	latest_product_course_code	
	latest_product_lost_reason	
	latest_product_term	
	latest_product_stream	
	latest_product_class	
	latest_product_payment_mode	
	latest_product_payment_url	
	latest_product_payment_date	

latest_product_transaction_amount	
latest_product_transaction_status	
latest_product_next_follow_up_date	
latest_product_application_id	
latest_product_branch_id	
latest_product_pdf_path	
latest_product_created_date	
previous_product_stage	
previous_product_stage_sub_disposition	
previous_product_opportunity_id	
previous_product_career	
previous_product_course_name	
previous_product_course_code	
previous_product_lost_reason	
previous_product_term	
previous_product_stream	
previous_product_class	
previous_product_payment_mode	
previous_product_payment_url	
previous_product_payment_date	
previous_product_transaction_amount	
previous_product_transaction_status	
previous_product_next_follow_up_date	
previous_product_application_id	
previous_product_branch_id	
previous_product_pdf_path	
previous_product_created_date	