

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		
	carrer_interested_in	Create a segment of students interested in RCC programs for targeted RCC course pitching. (Uses: carrer_interested_in = RCC)	
Last 45 days + this academic year attributes	Attribute	Usecases	
	last_45_days_opp	Create a segment of students who were marked as lead lost more than twice in the last 45 days (high churn risk leads).	
	no_of_times_lead_lost	Build a segment of students who had an opportunity created for AD, RCC, or DLP in the last 45 days.	
	no_of_times_lead_lost_45_days		
	lead_lost_region_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.	
	no_of_times_lead_lost_region		
	this_academic_year_opp		
	no_of_times_lead_lost_this_year		
	lead_lost_region_this_year	Build a segment of students who had multiple lead-loss events across different regions in the last 45 days.	
	no_of_times_lead_lost_region_this_year		
Scholarship Opportunity Details	Attribute	Usecases	
	current_anthe_stage	Build a segment of students who have registered for the current ANTHE but have not completed payment yet.	
	current_anthe_id	(uses: current_anthe_payment_date, current_anthe_transaction_status)	
	current_anthe_date_of_exam		
	current_anthe_original_examination_date	Build a segment of students who appeared for previous ANTHE but have not taken or purchased the mock test for the current ANTHE.	
	current_anthe_exam_mode	(uses: previous_anthe_stage, previous_anthe_mock_taken, current_anthe_is_mock_taken)	
	current_anthe_exam_center		
	current_anthe_roll_number	Build a segment of students who have paid for the current ANTHE but have not taken the mock test yet.	
	current_anthe_stream	(uses: current_anthe_transaction_status, current_anthe_is_mock_taken)	
	current_anthe_created_at		
	current_anthe_utm_id	Build a segment of students who are eligible for scholarship based on current ANTHE results.	
	current_anthe_utm_campaign	(uses: current_anthe_eligible_scholarship, current_anthe_percentage)	
	current_anthe_class_studying_in		
	current_anthe_utm_medium	Build a segment of students who appeared for the current ANTHE exam but have not submitted the mock test.	
	current_anthe_payment_date	(uses: current_anthe_mock_submitted_date, current_anthe_stage)	
	current_anthe_transaction_status		
	current_anthe_transaction_amount	Build a segment of students with high national, state, or city rank in current ANTHE for premium counseling.	
	current_anthe_payment_link	(uses: current_anthe_national_rank, current_anthe_state_rank, current_anthe_city_rank)	
	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		

	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.	
	current_iacst_1_id	(uses: current_iacst_1_payment_date, current_iacst_1_transaction_status)	
	current_iacst_1_date_of_exam		
	current_iacst_1_original_examination_date	Build a segment of students who appeared for the previous IACST attempt but have not registered for the current IACST attempt.	
	current_iacst_1_roll_number	(uses: previous_iacst_1_stage, current_iacst_1_stage)	
	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.	
	current_iacst_1_utm_id	(uses: current_iacst_1_transaction_status, current_iacst_1_is_mock_taken)	
	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.	
	current_iacst_1_utm_medium	(uses: current_iacst_1_eligible_scholarship, current_iacst_2_stage)	
	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.	
	current_iacst_1_transaction_amount	(uses: current_iacst_1_percentage, current_iacst_2_percentage)	
	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.	
	current_iacst_1_mock_payment_date	(uses: previous_iacst_1_stage, previous_iacst_2_stage, current_attempt_fields)	
	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.	
	current_iat_id	(uses: current_iat_payment_date, current_iat_transaction_status)	
	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.	
	current_iat_roll_number	(uses: previous_iat, current_iat_is_mock_taken)	
	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.	
	current_iat_utm_id	(uses: current_iat_transaction_status, current_iat_mock_submitted_date)	
	current_iat_utm_campaign		
	current_iat_class_studying_in	Build a segment of students eligible for scholarship based on current IAT performance.	
	current_iat_utm_medium	(uses: current_iat_eligible_scholarship, current_iat_percentage)	
	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.	
	current_iat_transaction_amount	(uses: current_iat_is_sample_taken, current_iat_is_mock_taken)	
	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.	
	current_iat_mock_payment_date	(uses: current_iat_percentage)	
	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	Useases	
	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		