Leads Data Dictionary

Variables	Description
Prospect ID	A unique ID with which the customer is identified.
Lead Number	A lead number assigned to each lead procured.
Lead Origin	The origin identifier with which the customer was identified to be a lead. Includes API, Landing Page Submission, etc.
Lead Source	The source of the lead. Includes Google, Organic Search, Olark Chat, etc.
Do Not Email	An indicator variable selected by the customer wherein they select whether of not they want to be emailed about the course or not.
Do Not Call	An indicator variable selected by the customer wherein they select whether of not they want to be called about the course or not.
Converted	The target variable. Indicates whether a lead has been successfully converted or not.
TotalVisits	The total number of visits made by the customer on the website.
Total Time Spent on Website	The total time spent by the customer on the website.
Page Views Per Visit	Average number of pages on the website viewed during the visits.
Last Activity	Last activity performed by the customer. Includes Email Opened, Olark Chat Conversation, etc.
Country	The country of the customer.
Specialization	The industry domain in which the customer worked before. Includes the level 'Select Specialization' which means the customer had not selected this option while filling the form.
How did you hear about X Education	The source from which the customer heard about X Education.
What is your current occupation	Indicates whether the customer is a student, umemployed or employed.
What matters most to you in choosing this course	An option selected by the customer indicating what is their main motto behind doing this course.
Search	Indicating whether the customer had seen the ad in any of the listed items.
Magazine	
Newspaper Article	
X Education Forums	
Newspaper	
Digital Advertisement	
Through Recommendations	Indicates whether the customer came in through recommendations.
Receive More Updates About Our Courses	Indicates whether the customer chose to receive more updates about the courses.
Tags	Tags assigned to customers indicating the current status of the lead.
Lead Quality	Indicates the quality of lead based on the data and intuition the the employee who has been assigned to the lead.
Update me on Supply Chain Content	Indicates whether the customer wants updates on the Supply Chain Content.
Get updates on DM Content	Indicates whether the customer wants updates on the DM Content.
Lead Profile	A lead level assigned to each customer based on their profile.
City	The city of the customer.
Asymmetrique Activity Index	An index and score assigned to each customer based on their activity and their profile
Asymmetrique Profile Index	
Asymmetrique Activity Score	
Asymmetrique Profile Score	
I agree to pay the amount through cheque	Indicates whether the customer has agreed to pay the amount through cheque or not.
a free copy of Mastering The Interview	Indicates whether the customer wants a free copy of 'Mastering the Interview' or not.
Last Notable Activity	The last notable acitivity performed by the student.