**Deal Data Field Description**

| Field | Description | Type |
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| MONTH | Month Number - 1 is Jan, 12 is Dec | Feature |
| YEAR | Year | Feature |
| PROMOTIONTYPE | Numeric to identify the promotion type - 1 to 10 | Feature |
| ACCOUNTSTATUS | Numeric to identify the Account Status - New, Renewing, Expanding, At Risk etc | Feature |
| ACCOUNTTYPE | Type of account - existing, new, known | Feature |
| ROUTETOMARKETTYPE | Direct, Dealer etc | Feature |
| SOURCETYPE | Source of the deal - direct, webinar, internet etc | Feature |
| SOURCE | Actual source within the source type | Feature |
| CURRENTSTAGE | Current Stage of the deal - Regular, Pulled in, Pushed Out etc | Outcome |
| WINLOSS | Win or Loss - 0 is Loss and 1 is Win | Outcome |
| SUBSCRIPTIONPERIODTYPE | Monthly, Annual, Multi-Year etc | Feature |
| CONVERSIONTMEBAND | Time to convert - banded - 0-3, 3-6, 6-9, 12, 12-18 etc | Feature |
| SUBSCRIPTIONSIZEBAND | Size of subscription - small, med, large, x-large etc | Feature |
| INTERACTIONTYPE | Type of interaction - Direct, Partner, Blogs etc | Feature |
| INTERACTIONLEVELBAND | Level of Interaction - High, Med, Low | Feature |
| SALESTEAMSCORE | Sales Team Performance Level | Feature |
| ACCOUNTNEED | Level of Need in a specific account - urgent, not immediate, exploring, not needed | Feature |
| SEGMENTCONDITION | Condition of the Customer Segment - Growing, Shrinking, Well Established etc | Feature |
| MARKETCONDITION | Condition of the Customer Market - Growing, Shrinking, Well Established etc | Feature |
| PRODUCTGAPLEVEL | Gap level of solution to customer needs -Great Fit, Ok Fit, Made to fit, significant gaps | Feature |
| LIFETIMESPENDBAND | Value of lifetime spend in bands - say 0-500k, 500-1000k, 1000-2000k, 2000-5000k, over 5000K | Feature |
| DEALSIZEBAND | Size of the deal in dollar value banded - 0-100, 101-250, 251-500, 500 to 1000, over 1000 | Feature |
| CONFIDENCELEVELBAND | Confidence to win banded - High, Med, Low | Feature |
| CUSTOMERSEGMENT | Segment of the Customer | Feature |
| REGION | Region of the customer | Feature |
| BUSINESSUNIT | Business unit to which the solution belongs | Feature |
| PRODUCTCLASS | Product Class to which the solution belongs | Feature |
| SALESREGION | Region of the sales team managing the deal | Feature |
| SALESTEAM | Sales team managing the deal | Feature |
| DISCOUNTvARIANCE | Level of variance in numeric numbers - planned vs offered | Variable |
| IDSCOUNTVARBAND | Variance from standard to offered banded | Variable |
| DISCOUNTBAND | Band in which the discount falls - discount varies based on size, segment, product, subscription period etc | Variable |