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| **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. |