Cloud Data Warehouse

Extracting HubSpot Data

SnowFlake Table	API Call	Data Items
HS_CALL_DISPOSITIONS	https://api.hubapi.com/calling/v1/dispositions	ID, LABEL
HS_COMPANIES	https://api.hubapi.com/crm/v3/objects/companies	ID, INDUSTRY, CITY, NUMBEROFEMPLOYEES, HS_NUM_OPEN_DEALS, STATE, NAME, TOTAL_REVENUE, CREATED_AT, ARCHIVED, COUNTRY, CREATEDATE, HS_ANALYTICS_SOURCE, ZIP, WEBSITE
HS_CONTACTS	https://api.hubapi.com/crm/v3/objects/contacts	ID, ARCHIVED, HS_TIME_TO_FIRST_ENGAGEMENT, CREATEDATE, HS_LAST_SALES_ACTIVITY_DATE, HS_EMAIL_LAST_SEND_DATE, HS_COUNT_IS_WORKED, LASTNAME, HS_SA_FIRST_ENGAGEMENT_DATE

Extracting HubSpot Data

SnowFlake Table	API Call	Data Items
HS_CONTACTS	https://api.hubapi.com/crm/v3/objects/contacts	HS_SA_FIRST_ENGAGEMENT_OBJECT_TYPE, HS_IS_UNWORKED, FIRSTNAME, HS_ANALYTICS_NUM_VISITS, HS_SOCIAL_LINKEDIN_CLICKS, HS_ANALYTICS_SOURCE, EMAIL, JOBTITLE, HS_SOCIAL_GOOGLE_PLUS_CLICKS, HS_SOCIAL_FACEBOOK_CLICKS, HS_SOCIAL_TWITTER_CLICKS, LIFECYCLESTAGE, HS_EMAIL_SENDS_SINCE_LAST_ENGAGEMENT, HS_COUNT_IS_UNWORKED, MOBILEPHONE, STATE, PHONE, HS_EMAIL_LAST_OPEN_DATE, ZIP, CITY, COUNTRY, HS_EMAIL_LAST_CLICK_DATE,HS_EMAIL_FIRST_CLICK_DATE, HS_SEQUENCES_ENROLLED_COUNT,

Extracting HubSpot Data

SnowFlake Table	API Call	Data Items
HS_CONTACTS	https://api.hubapi.com/crm/v3/objects/contacts	HS_SEQUENCES_IS_ENROLLED, HS_SEQUENCES_ACTIVELY_ENROLLED_COUNT, HS_LATEST_SEQUENCE_ENDED_DATE,SENIORITY, FIRST_DEAL_CREATED_DATE, NUM_ASSOCIATED_DEALS, HS_TIME_BETWEEN_CONTACT_CREATION_AND_DEAL_CREATION, DAYS_TO_CLOSE, HS_TIME_BETWEEN_CONTACT_CREATION_AND_DEAL_CLOSE, CLOSEDATE, TOTAL_REVENUE, HS_EMAIL_LAST_REPLY_DATE, FIRST_CONVERSION_EVENT_NAME, FIRST_CONVERSION_DATE, CURRENTLYINWORKFLOW, HS_ANALYTICS_FIRST_URL,HS_ANALYTICS_LAST_URL, HS_ANALYTICS_FIRST_REFERRER, HS_ANALYTICS_LAST_REFERRER

Extracting HubSpot Data

SnowFlake Table	API Call	Data Items
HS_CONTACT_COMPANY_ASSOCIATION	**https://api.hubapi.com/crm/v3/objects/contacts/{contactId}/associations/company**	CONTACT_ID, COMPANY_ID, TYPE
HS_CONTACT_ENGAGEMENT_ASSOCIATION	**https://api.hubapi.com/crm/v3/objects/contacts/{contactId}/associations/engagement**	CONTACT_ID, ENGAGEMENT_IN
HS_CONTACT_FORM_SUBMISSION	**https://api.hubapi.com/crm/v3/objects/contacts/{contactId}/associations/form_submission**	SUBMITTED_AT, CONTACT_IN, FORM_ID

Extracting HubSpot Data

SnowFlake Table	API Call	Data Items
HS_DEALS	https://api.hubapi.com/crm/v3/objects/deals	ID, DEALNAME, HS_FORECAST_AMOUNT,CREATEDATE,HS_IS_CLOSED,HS_DEAL_STAGE_PROBABILITY, DAYS_TO_CLOSE, HS_CREATED_BY_USER_ID, HS_PROJECTED_AMOUNT, HS_IS_CLOSED_WON,HS_CLOSED_AMOUNT_IN_HOME_CURRENCY, DESCRIPTION, AMOUNT_IN_HOME_CURRENCY,HS_CLOSED_AMOUNT,CLOSEDATE,DEALTYPE,AMOUNT,HS_LASTMODIFIEDDATE, PIPELINE , PS.LABEL AS DEALSTAGE, PS.DISPLAY_ORDER AS PIPELINE_DISPLAY_ORDER, HS_DATE_ENTERED_CLOSEDWON

Extracting HubSpot Data

SnowFlake Table	API Call	Data Items
HS_DEALS_PIPELINES	https://api.hubapi.com/crm/v3/pipelines/deal	ID, LABEL, ARCHIVED
HS_DEALS_PIPELINE_STAGES	**https://api.hubapi.com/crm/v3/pipelines/deal/{pipelineId}/stages**	ID, ARCHIVED, PROBABILITY, DISPLAY_ORDER, LABEL, IS_CLOSED, PIPELINE_ID
HS_DEAL_COMPANY_ASSOCIATION	**https://api.hubapi.com/crm/v3/objects/deals/{dealId}/associations/company**	DEAL_ID, COMPANY_ID
HS_DEAL_CONTACT_ASSOCIATION	**https://api.hubapi.com/crm/v3/objects/deals/{dealId}/associations/contact**	DEAL_ID, CONTACT_ID

Extracting HubSpot Data

SnowFlake Table	API Call	Data Items
HS_EMAIL_EVENTS	https://api.hubapi.com/email/public/v1/events	APP_ID,APP_NAME, CREATED, EMAIL_CAMPAIGN_ID, ID, PORTAL_ID, RECIPIENT, TYPE, SENT_BY_CREATED, SENT_BY_ID, BROWSER_NAME, LOCATION_CITY, LOCATION_COUNTRY, LOCATION_STATE, USER_AGENT, DURATION, SOURCE, PORTAL_SUBSCRIPTION_STATUS, ATTEMPT, RESPONSE,URL, SUBJECT, FROM, DROP_MESSAGE, CAUSED_BY_ID
HS_ENGAGEMENTS	https://api.hubapi.com/crm/v3/objects/{objecttype} - Run for call, email, meeting	ID, CREATED_AT, CREATED_BY
HS_ENGAGEMENT_CALL	https://api.hubapi.com/crm/v3/objects/calls	BODY, TITLE, DISPOSITION, ENGAGEMENT_ID

Extracting HubSpot Data

SnowFlake Table	API Call	Data Items
HS_ENGAGEMENT_EMAIL	https://api.hubapi.com/crm/v3/objects/emails	HTML, FROM_EMAIL, SENDER_EMAIL, SUBJECT, TEXT, STATUS, FROM_FIRST_NAME, FROM_LAST_NAME, ENGAGEMENT_ID,
HS_ENGAGEMENT_MEETING	https://api.hubapi.com/crm/v3/objects/meetings	START_TIME, END_TIME, TITLE, BODY, MEETING_OUTCOME, LOCATION, ENGAGEMENT_ID, EXTERNAL_URL
HS_FORMS	https://api.hubapi.com/marketing/v3/forms/	GUID, NAME, ACTION, SUBMIT_TEXT, LEAD_NURTURING_CAMPAIGN_ID
HS_MARKETING_EMAILS	https://api.hubapi.com/marketing-emails/v1/emails/with-statistics	OBJECTS - NOTE THIS IS A JSON OBJECT THAT IS FLATTENED USING A SNOWFLAKE VIEW
HS_OWNERS	https://api.hubapi.com/crm/v3/owners/	ID, EMAIL, FIRST_NAME, LAST_NAME, USER_ID, ARCHIVED

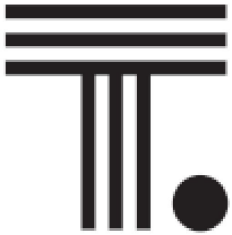
Date Dimension

SnowFlake Table	Data Items
DIM_Date	DATE - load this table from the CSV file provided

Views

The views are used to transform and prepare the data for ThoughtSpot. The following views are included:

- HUBSPOT_CALL
- HUBSPOT_COMPANIES
- HUBSPOT_COMPANY_CONTACT
- HUBSPOT_CONTACTS
- HUBSPOT_CONTACT_FORM_SUBMISSION
- HUBSPOT_DEAL_COMPANY
- HUBSPOT_DEAL_CONTACT
- HUBSPOT_DEALS
- HUBSPOT_EMAIL
- HUBSPOT_FORMS
- HUBSPOT_MEETING
- HUBSPOT_MARKETING_CAMPAIGN_SENT_DATE - Not required in ThoughtSpot
- HUBSPOT_MARKETING_EMAILS
- HUBSPOT_MARKETING_EMAIL_EVENTS
- HUBSPOT_MARKETING_EMAIL_TEMP - Not required in ThoughtSpot
- HUBSPOT_OWNER



ThoughtSpot