```sql
SELECT
    ACCNT."Account Plan Original" AS "Account Plan Original",
    ACCNT."Account_Score__c" AS "Account_Score__c",
    ACCNT."Account_Score_Band__c" AS "Account_Score_Band__c",
    ACCNT."CRM" AS "CRM",
    ACCNT."DS_BillingCountry__c" AS "DS_BillingCountry__c",
    ACCNT."Billing State" AS "Billing State",
    ACCNT."ERP" AS "ERP",
    ACCNT."HCM" AS "HCM",
    ACCNT."Account ID" AS "Account ID",
    ACCNT."NAICS Description" AS "NAICS Description",
    ACCNT."Account Owner Role" AS "Account Owner Role",
    ACCNT."Prospecting Messaging" AS "Prospecting Messaging",
    ACCNT."Region__c" AS "Region__c",
    ACCNT."SIC Description" AS "SIC Description",
    ACCNT."TATM_Alignment" AS "TATM_Alignment",
    ACCNT."Vertical" AS "Vertical",
    EXRATE."IsoCode" AS "IsoCode",
    EXRATE."Conversion Rate" AS "Conversion Rate",
    EXRATE."HISTORIC_CONVERSION_RATE__C" AS "HISTORIC_CONVERSION_RATE__C",
    EXRATE."StartDateKey" AS "StartDateKey",
    EXRATE."EndDateKey" AS "EndDateKey",
    OPPTY."Primary Campaign Source" AS "Primary Campaign Source",
    OPPTY."Close_Date_Push_Counter__c" AS "Close_Date_Push_Counter__c",
    OPPTY."Competitors" AS "Competitors",
    OPPTY."Competitor Lost To" AS "Competitor Lost To",
    OPPTY."GNMRR_Converted" AS "GNMRR_Converted",
    OPPTY."Created_By_Role__c" AS "Created_By_Role__c",
    OPPTY."Creator_Role_on_Creation__c" AS "Creator_Role_on_Creation__c",
    OPPTY."CurrencyIsoCode" AS "CurrencyIsoCode",
    OPPTY."Discovery Call Date" AS "Discovery Call Date",
    OPPTY."FinanceRecurringRollup__c" AS "FinanceRecurringRollup__c",
    OPPTY."Finance Type" AS "Finance Type",
    OPPTY."Incumbent" AS "Incumbent",
    OPPTY."Opportunity Name" AS "Opportunity Name",
    OPPTY."Order Type" AS "Order Type",
    OPPTY."Current Outreach Sequence Step Number" AS "Current Outreach Sequence Step Number",
    OPPTY."Active Outreach Sequence Name" AS "Active Outreach Sequence Name",
```

```sql
    OPPTY."Opportunity Owner ID" AS "Opportunity Owner ID",
    OPPTY."Opportunity Owner Role" AS "Opportunity Owner Role",
    OPPTY."PipeGen_GNMRR__c" AS "PipeGen_GNMRR__c",
    OPPTY."Lost Reason" AS "Lost Reason",
    OPPTY."Reseller" AS "Reseller",
    OPPTY."StageName" AS "StageName",
    SFDC_CONT."Contact Create Date" AS "Contact Create Date",
    SFDC_CONT."Contact ID" AS "Contact ID",
    SFDC_CONT."Sub Region" AS "Sub Region",
    "SBLD_UDF_SCHEMA".UDF_LEAD_SOURCE_MOST_RECENT (
        QC."SAL_Lead_Source_Most_Recent__c",
        QC."Lead_Source_Most_Recent_at_Creation__c",
        L."Lead_Source_Most_Recent__c",
        C1."LEAD_SOURCE__MOST_RECENT"
    ) AS "Lead Source Most Recent",CASE
        WHEN L."HasOptedOutOfEmail" THEN 'Opt Out'
        ELSE 'Opt In'
    END AS "Opt In/Out",
    "SBLD_UDF_SCHEMA".UDF_MINUTE_RANGE(QC."Time to Route (Minutes)") AS "Time to Route Minute Bracket",
    "SBLD_UDF_SCHEMA".UDF_ELOQUA_REGION(C1."Eloqua Region ID") AS "Eloqua Region",
    "SBLD_UDF_SCHEMA".UDF_NAMED_ACCOUNT_TYPE(L."Named_Account__c") AS "Segment",
    SQO_DT."FISCALMONTHNAME" AS "FiscalMonth",
    SQO_DT."FISCALYEARNAME" AS "FiscalYear",
    TO_VARCHAR(L."Lead Create Date", 'Mon-yy') AS "Month",
    "SBLD_UDF_SCHEMA".UDF_HORSEMEN(QC."Role") AS "Horsemen",
    "SBLD_UDF_SCHEMA".UDF_MINUTE_RANGE(QC."Created to Assigned (Minutes)") AS "Created to Assigned Minute
Bracket",
    LSM."LEAD_SOURCE" AS "LSM_LEAD_SOURCE",
    LS_ORIG."CAMPAIGN_TYPE" AS "ORIG_CAMPAIGN_TYPE",
    LS_ORIG."CAMPAIGN_NAME" AS "ORIG_CAMPAIGN_NAME",
    LS_CMB."CAMPAIGN_TYPE" AS "CMB_CAMPAIGN_TYPE",
    LS_CMB."CAMPAIGN_NAME" AS "CMB_CAMPAIGN_NAME",
    "SBLD_UDF_SCHEMA".UDF_MINUTE_RANGE(QC."Assigned to Working (Biz Minues)") AS "Assigned to Working
Minute Bracket",
    USR."ID" AS "ID",
    USR."NAME" AS "NAME",CASE
        WHEN "OwnerId" IS NOT NULL THEN USR.NAME
        ELSE 'n/a'
```

```sql
        END AS "Owner Name",
        "SBLD_UDF_SCHEMA".UDF_MINUTE_RANGE(QC."MQL to Working (Biz Minutes)") AS "MQL to Working Minute
Bracket",
        "SBLD_UDF_SCHEMA".UDF_LEAD_SOURCE(
            LSM.LEAD_SOURCE,
            LS_ORIG.CAMPAIGN_TYPE,
            LSM.LEAD_SOURCE
        ) AS "Lead Source Original Group",
        "SBLD_UDF_SCHEMA".UDF_LEAD_SOURCE(
            LSM_RPG.LEAD_SOURCE_CAGETORY,
            LS_CMB.CAMPAIGN_TYPE,
            LSM_RPG.LEAD_SOURCE
        ) AS "Lead Source Combined Group",
        "FIVETRAN_PROD"."GOOGLE_SHEETS"."LEADSOURCEREPORTINGMAPPING"."LEAD_SOURCE_COMBINED_GROUP" AS
"LEAD_SOURCE_COMBINED_GROUP",
        "FIVETRAN_PROD"."GOOGLE_SHEETS"."LEADSOURCEREPORTINGMAPPING"."LEAD_SOURCE_REPORTING_GROUP" AS
"LEAD_SOURCE_REPORTING_GROUP",CASE
            WHEN LS_RPM.LEAD_SOURCE_REPORTING_GROUP IS NOT NULL THEN LS_RPM.LEAD_SOURCE_REPORTING_GROUP
            ELSE 'Other Mktg'
        END AS "Lead Source Reporting Group",
        "SBLD_UDF_SCHEMA".UDF_DATES_MINUTE_RANGE(
            C1."Program Stack Date Exited",
            C1."Program Stack Date Added"
        ) AS "Eloqua Program Stack Minute Bracket",
        "FIVETRAN_PROD"."SBLD_UDF_SCHEMA".UDF_REGION_TEMP(SAL_REG."REGION") AS "Region_temp",
        SAL_TMMAP."CORP_ALIGNMENT" AS "CORP_ALIGNMENT",
        SAL_TMMAP."TEAM_MARCH_2018_" AS "TEAM_MARCH_2018_",
        "FIVETRAN_PROD"."SBLD_UDF_SCHEMA".UDF_TEAM_TEMP(SAL_TMMAP."TEAM_MARCH_2018_", SAL_REG."REGION") AS
"Team_temp",
        SAL_ORG."ORG" AS "Org",
        "SBLD_UDF_SCHEMA".UDF_COMBINED_MQL_DATE(
            QC."QC MQL Date",
            L."Lead MQL Date",
            C1."SAL_DATE",
            C2."SAL_DATE"
        ) AS "Combined MQL Date",
        C1."Normalized Eloqua Employee Range" AS "Normalized Eloqua Employee Range",
        LSM."LEAD_SOURCE" AS "LEAD_SOURCE",
```

```sql
C1."Profile Score Group" AS "Profile Score Group",
C1."Lead Score Group" AS "Lead Score Group",
C1."Engagement Score Group" AS "Engagement Score Group",
C1."Contact Company" AS "Contact Company",
C1."Company Size Score" AS "Company Size Score",
C1."Contact Country" AS "Contact Country",
C1."Date Time Last Scored" AS "Date Time Last Scored",
C1."Email Domain" AS "Email Domain",
L."Lead MQL Date" AS "Lead MQL Date",
NVL(E_DOM."DOMAIN_TYPE", 'Business') AS "Email Domain Type",
C1."Contact Industry" AS "Contact Industry",
C1."Industry Score" AS "Industry Score",
C1."Job Level Score" AS "Job Level Score",
C1."Engagement Score" AS "Engagement Score",
C1."Profile Score" AS "Profile Score",
C1."Lead Score" AS "Lead Score",
C1."LEAD_SOURCE__MOST_RECENT" AS "LEAD_SOURCE__MOST_RECENT",
C1."Contact Status" AS "Contact Status",
QC."Account__c" AS "Account__c",
QC."Assigned to Working (Biz Minues)" AS "Assigned to Working (Biz Minues)",
QC."Campaign Source" AS "Campaign Source",
QC."QC Created Date" AS "QC Created Date",
QC."Created to Assigned (Minutes)" AS "Created to Assigned (Minutes)",
QC."QC ID" AS "QC ID",
QC."QC Created by ID" AS "QC Created by ID",
QC."Lead_Source_Most_Recent_at_Creation__c" AS "Lead_Source_Most_Recent_at_Creation__c",
QC."LEAD__C" AS "LEAD__C",
QC."QC MQL Date" AS "QC MQL Date",
QC."MQL to Working (Biz Minutes)" AS "MQL to Working (Biz Minutes)",
QC."OwnerId" AS "OwnerId",
QC."Qualified_Reassignment__c" AS "Qualified_Reassignment__c",
QC."Role" AS "Role",
QC."Sales Campaign Type" AS "Sales Campaign Type",
QC."Sales Campaign" AS "Sales Campaign",
QC."SAL Date" AS "SAL Date",
QC."SAL_Lead_Source_Most_Recent__c" AS "SAL_Lead_Source_Most_Recent__c",
QC."SQL Date" AS "SQL Date",
QC."SQO Date" AS "SQO Date",
```

```sql
QC."SQO Age" AS "SQO Age",
"SBLD_UDF_SCHEMA".UDF_DAYS_RANGE(QC."SQO Age") AS "SQO Age Bracket",
QC."Status__c" AS "Status__c",
QC."QC Status" AS "QC Status",
QC."Time to Route (Minutes)" AS "Time to Route (Minutes)",
L."Account Score Band" AS "Account Score Band",
ACCNT."ANNUALREVENUE" AS "AnnualRevenue",
L."Company" AS "Company",
L."Corp Alignment" AS "Corp Alignment",
L."SFDC Country" AS "SFDC Country",
NVL(CNTRY."COUNTRYNAME", 'Other') AS "Country",
L."Lead Create Date" AS "Lead Create Date",
L."Days_to_Convert__c" AS "Days_to_Convert__c",
L."DS_AccountID__c" AS "DS_AccountID__c",
L."Eloqua_Lead_Rating__c" AS "Eloqua_Lead_Rating__c",
L."Eloqua_MQL_Date_Time__c" AS "Eloqua_MQL_Date_Time__c",
L."Lead ID" AS "Lead ID",
L."IsConverted" AS "IsConverted",
L."IsDeleted" AS "IsDeleted",
L."LastModifiedDate" AS "LastModifiedDate",
L."LeadAge__c" AS "LeadAge",
L."Named_Account__c" AS "Named_Account__c",
L."NumberOfEmployees" AS "NumberOfEmployees",
L."Open Opportunity with" AS "Open Opportunity with",
L."Active Outreach Sequence" AS "Active Outreach Sequence",
L."Current Outreach Sequence Step Actor" AS "Current Outreach Sequence Step Actor",
L."Lead OwnerId" AS "Lead OwnerId",
L."Partner Referrence Account" AS "Partner Referrence Account",
L."Product__c" AS "Product__c",
L."Rating" AS "Rating",
L."Lead_Region" AS "Lead_Region",
L."Rejection Reason" AS "Rejection Reason",
L."Rejection Sub Reason" AS "Rejection Sub Reason",
L."Status" AS "Status",
L."Sub_Region__c" AS "Sub_Region__c",
L."Title" AS "Title",
L."Use_Case__c" AS "Use_Case__c",
L."Email_Hashed" AS "Email_Hashed",
```

```
CMPGN_RESP_MAX."Max Campaign ID" AS "Max Campaign ID",
CMPGN_RESP_MAX."Max Campaign Response ID" AS "Max Campaign Response ID",
CMPGN_RESP_MAX."Max Channel ID" AS "Max Channel ID",
CMPGN_RESP_MAX."Max Campaign Response Date" AS "Max Campaign Response Date",
CMPGN_RESP_MAX."Max EmailAddress Hashed" AS "Max EmailAddress Hashed",
CMPGN_RESP_MAX."Max Offer ID" AS "Max Offer ID",
CMPGN_RESP_MAX."MAX_SEM_ID" AS "MAX_SEM_ID",
CMPGN_RESP_MAX."Max SEM Engine" AS "Max SEM Engine",
CMPGN_RESP_MAX."Max SEM Channel Type" AS "Max SEM Channel Type",
CMPGN_RESP_MAX."Max SEM Channel Sub Type" AS "Max SEM Channel Sub Type",
CMPGN_RESP_MAX."Max SEM Branded Y/N" AS "Max SEM Branded Y/N",
CMPGN_RESP_MAX."Max SEM Paid Y/N" AS "Max SEM Paid Y/N",
CMPGN_RESP_MAX."Max Campaign Name" AS "Max Campaign Name",
CMPGN_RESP_MAX."Max Campaign Type" AS "Max Campaign Type",
CMPGN_RESP_MAX."Max Parent Campaign Name" AS "Max Parent Campaign Name",
CMPGN_RESP_MAX."Max Parent Campaign ID" AS "Max Parent Campaign ID",
CMPGN_RESP_MAX."Max Offer Name" AS "Max Offer Name",
CMPGN_RESP_MAX."Max Offer Type" AS "Max Offer Type",
CMPGN_RESP_MAX."Max Channel Name" AS "Max Channel Name",
CMPGN_RESP_MAX."Max Channel Type" AS "Max Channel Type",
CMPGN_RESP_MIN."Min Campaign ID" AS "Min Campaign ID",
CMPGN_RESP_MIN."Min Campaign Response ID" AS "Min Campaign Response ID",
CMPGN_RESP_MIN."Min Channel ID" AS "Min Channel ID",
CMPGN_RESP_MIN."Min Campaign Response Date" AS "Min Campaign Response Date",
CMPGN_RESP_MIN."Min EmailAddress Hashed" AS "Min EmailAddress Hashed",
CMPGN_RESP_MIN."Min Offer ID" AS "Min Offer ID",
CMPGN_RESP_MIN."Min_SEM_ID" AS "Min_SEM_ID",
CMPGN_RESP_MIN."Min SEM Engine" AS "Min SEM Engine",
CMPGN_RESP_MIN."Min SEM Channel Type" AS "Min SEM Channel Type",
CMPGN_RESP_MIN."Min SEM Channel Sub Type" AS "Min SEM Channel Sub Type",
CMPGN_RESP_MIN."Min SEM Branded Y/N" AS "Min SEM Branded Y/N",
CMPGN_RESP_MIN."Min SEM Paid Y/N" AS "Min SEM Paid Y/N",
CMPGN_RESP_MIN."Min Campaign Name" AS "Min Campaign Name",
CMPGN_RESP_MIN."Min Campaign Type" AS "Min Campaign Type",
CMPGN_RESP_MIN."Min Parent Campaign Name" AS "Min Parent Campaign Name",
CMPGN_RESP_MIN."Min Parent Campaign ID" AS "Min Parent Campaign ID",
CMPGN_RESP_MIN."Min Offer Name" AS "Min Offer Name",
CMPGN_RESP_MIN."Min Offer Type" AS "Min Offer Type",
```

```
CMPGN_RESP_MIN."Min Channel Name" AS "Min Channel Name",
CMPGN_RESP_MIN."Min Channel Type" AS "Min Channel Type",
NVL(C1."Job Function", C2."Job Function") AS "Job Function",
NVL(C1."Job Level", C2."Job Level") AS "Job Level",
NVL(
    C1."GICS NAICS Description",
    C2."GICS NAICS Description"
) AS "GICS NAICS Description",
NVL(
    C1."Trial Integration Required",
    C2."Trial Integration Required"
) AS "Trial Integration Required",
NVL(
    C1."Trial Signup Reason",
    C2."Trial Signup Reason"
) AS "Trial Signup Reason",
NVL(
    C1."Lead Workflow Exclusion Reason",
    C2."Lead Workflow Exclusion Reason"
) AS "Lead Workflow Exclusion Reason",
NVL(
    C1."Eloqua EMPLOYEE_RANGE",
    C2."Eloqua EMPLOYEE_RANGE"
) AS "Eloqua EMPLOYEE_RANGE",
NVL(C1."Alexa Ranking", C2."Alexa Ranking") AS "Alexa Ranking",
NVL(
    C1."Date Time Last Scored",
    C2."Date Time Last Scored"
) AS "Eloqua DATETIME_LAST_SCORED",
NVL(C1."Eloqua MQL Date", C2."Eloqua MQL Date") AS "Eloqua MQL Date",
NVL(C1."Eloqua Title", C2."Eloqua Title") AS "Eloqua Title",
NVL(C1."Eloqua Region ID", C2."Eloqua Region ID") AS "Eloqua Region ID",
NVL(ACCNT."INDUSTRY", L."INDUSTRY") AS "Industry",
"SBLD_UDF_SCHEMA".UDF_WEBTRIALFLAG(ACCNT."Account Plan Original") AS "WebTrialFlag",
"SBLD_UDF_SCHEMA".UDF_CLM_SQO(OPPTY."PRODUCT_INTEREST__C", OPPTY."NAME") AS "CLM SQO",
"SBLD_UDF_SCHEMA".UDF_ESIGNATURE_SQO(OPPTY."PRODUCT_INTEREST__C", OPPTY."NAME") AS "eSignature SQO",
NVL(
    C1.PROGRAM_STACK__DATE_ADDED,
```

```sql
        C2.PROGRAM_STACK__DATE_ADDED
    ) AS "Program Stack Date Added",
    NVL(
        C1.PROGRAM_STACK__DATE_EXITED,
        C2.PROGRAM_STACK__DATE_EXITED
    ) AS "Program Stack Date Exited",
    NVL(
        C1.LEAD_SOURCE__MOST_RECENT,
        C2.LEAD_SOURCE__MOST_RECENT
    ) AS "Eloqua LEAD_SOURCE__MOST_RECENT",
    "SBLD_UDF_SCHEMA".UDF_DATES_HOURS_DAYS_RANGE("Discovery Call Date", "SQL Date") AS "SQL-Disco Call
Velocity",
    "SBLD_UDF_SCHEMA".UDF_DATES_HOURS_DAYS_RANGE("SQO Date", "Discovery Call Date") AS "Disco Call-SQO
Velocity",
    "SBLD_UDF_SCHEMA".UDF_HOURS_DAYS_RANGE(QC."SAL-SQO Days") AS "SAL-SQO Velocity",
    NVL(OWNR_ID_OPPTY.NAME, 'N/A') AS "Opportunity Owner Name",
    "SBLD_UDF_SCHEMA".UDF_NORMALIZED_TITLE(L."Title") AS "Normalized Title",
    OPPTY."PipeGen_GNMRR__c" / EXRATE.RATETOUSD AS "PipeGen GNMRR",
    OPPTY."PipeGen_GNMRR__c" / EXRATE.RATETOUSD * QC.PERCENT_CREDIT__C / 100 AS "Diluted Pipeline GNMRR-
original",
    NVL(
        C1.PROGRAM_STACK__DATE_EXITED,
        C2.PROGRAM_STACK__DATE_EXITED
    ) AS "Program Stack Date Exited",
    OPPTY."PRODUCT_INTEREST__C" AS "Product Interest",
    QC."OPPORTUNITY__C" AS "Opportunity_ID",
    NVL(OPPTY_TEAM_MAP.SUB_TEAM, 'Not Found') AS "Team",
    NVL(OPPTY_TEAM_MAP.TEAM, 'Not Found') AS "Sub Team",
    NVL(OPPTY_TEAM_MAP.DIVISION, 'Not Found') AS "Division",
    NVL(OPPTY_TEAM_MAP.SUB_DIVISION, 'Not Found') AS "Sub Division",
    QC."DOCUSIGN_LEAD_SCORE_AT_CREATION__C" AS "DocuSign_Lead_Score_at_Creation__c",
    NVL(
        C1."Lead Workflow Exclusion Reason",
        C2."Lead Workflow Exclusion Reason"
    ) AS "MQL Exclusion Reason",
    IM."INTEGRATEDCAMPAIGNNAME" AS "Integrated Campaign Name",
    to_varchar(QC."SQO_Date_Time__c", 'MM/DD/YYYY') AS "SQO DateKey",
    timediff(DAY, QC.SQL_Date_Time__c, CURRENT_TIMESTAMP) AS "SQL Age",
```

```
"SBLD_UDF_SCHEMA".UDF_DAYS_RANGE(
    TIMEDIFF(DAY, QC.SQL_DATE_TIME__C, CURRENT_TIMESTAMP)
) AS "SQL Age Bracket",
"SBLD_UDF_SCHEMA".UDF_DATES_DAYS_RANGE(QC."SQO Date", QC."SQL Date") AS "SQL-SQO Age Bracket",
"SBLD_UDF_SCHEMA".UDF_DATES_DAYS_RANGE(OPPTY."CLOSEDATE", QC."SQL Date") AS "SQL-Close Age Bracket",
OPPTY."CLOSEDATE" AS "Closed Date",
QC."SAL_TO_SQO_MIN__C" AS "SAL_to_SQO_Min",
QC."SAL_TO_SQO_MIN__C" / 1440 AS "SAL-SQL Days",
"SBLD_UDF_SCHEMA".UDF_DAYS_RANGE(QC."SAL_TO_SQO_MIN__C" / 1440) AS "SAL-SQL Velocit",
timediff(DAY, QC."SQO Date", OPPTY."Discovery Call Date") AS "Disco Call-SQO (days)"
```