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Preface

Learn about the data warehouse tables, entity relationships, subject areas, prebuilt analyses, prebuilt business metrics, and prebuilt dashboards for Oracle Fusion CX Analytics.

Topics:

- Audience
- Related Documentation
- Conventions

Audience

This document is intended for Oracle Fusion Data Intelligence consumers and authors using the Services to run a business.

Related Documentation

These related Oracle resources provide more information.

- Oracle Cloud `http://cloud.oracle.com`
- Administering Oracle Fusion Data Intelligence
- Using Oracle Fusion Data Intelligence
- Visualizing Data and Building Reports in Oracle Analytics Cloud

Conventions

The following text conventions are used in this document.

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
italic	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
`monospace`	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

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1

Introduction

This section provides introductory information about Oracle Fusion CX Analytics.

Topics

- Overview
- Features Available for Preview
- Features Generally Available
- Prerequisites for Oracle Fusion CX Analytics

Overview

Oracle Fusion CX Analytics is a prebuilt, cloud native analytics application that provides Sales, Marketing, Service, Subscription and CPQ line-of-business users with ready-to-use insights to improve decision-making.

It helps break down the data silos between sales, marketing, and service by enabling a customer-centric view of all revenue generation activities. This application helps achieve full revenue potential by combining sales, marketing and service data in a unified analytic solution. Oracle Fusion CX Analytics comes with prebuilt data pipelines to Oracle CX Cloud applications, which helps reduce complexity and ensure a consistent, accurate view of business-critical data, in familiar business terms for end users. Without having to code, the customer experience teams can enrich their analytics using embedded machine learning (ML) and additional data from other sources beyond Oracle Fusion Cloud Applications. Oracle Fusion CX Analytics supports an analytics-driven business culture with a platform that addresses the needs of the entire analytics workflow. Self-service data preparation capabilities permit business users across departments to access, combine and leverage all relevant data. See Oracle Fusion CX Analytics.

This guide lists the predefined objects in Oracle Fusion CX Analytics. You can find information about tables, entity relationships, subject area, job roles, duty roles, associated business questions, metric details, prebuilt analyses, prebuilt business metrics, and prebuilt dashboards.

Features Available for Preview

Preview features enable functional administrators to switch functionality on and off. This way, your organization can evaluate and learn how to use new features before they roll out by default.

To enable the preview features, see Make Preview Features Available.

To learn more about subject areas, see Subject Areas.

Functional Areas

Feature	Description
Subscription Historical Trends	Enables Subscription Management Snapshot functional area offering in Fusion CX Analytics.

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Feature	Description
CX Resource HCM Worker Analytics	Enables cross pillar analytics between Fusion CX Analytics and Fusion HCM Analytics applications by helping join Resource (CX) and Worker dimensions (HCM).
Enable Opportunity Date Change Tracker	Tracks change in Expected Close Date and Revenue of an Opportunity.
Marketing Campaign Contact Detail Analytics	Enables Eloqua Campaign Activity reporting at Contact and Asset grain.

Pipeline Features

Feature	Description
Disable Salesforce Advanced Currency Management	This feature helps in managing the advanced currency management in Salesforce subject areas. By default, it's enabled. This means the data won't be available for all related attributes in the Sales subject area. If you've enabled Salesforce advanced currency management, enable this pipeline feature. It makes the converted rate for the Opportunity per the dated currency conversion rate available for reporting. • **On**– Display the **Disable Salesforce Advanced Currency Management** detail in the Pipeline Parameters section on the Pipeline Settings page. • **Off** – Hide the **Disable Salesforce Advanced Currency Management** detail in the Pipeline Parameters section on the Pipeline Settings page. Default: On (enabled) Restart Required: No
Disable Salesforce Opportunities Date Change Tracker	This feature disables Salesforce Opportunities moved out feature. The data won't be available for all related attributes in the sales subject area. The data is available for all related attributes in the Sales subject area. • **On**– Display the **Enable Salesforce Opportunities Date Change Tracker** detail in the Pipeline Parameters section on the Pipeline Settings page. • **Off** – Hide the **Enable Salesforce Opportunities Data Change Tracker** detail in the Pipeline Parameters section on the Pipeline Settings page. Default: On (enabled) Restart Required: No

Features Generally Available

Oracle Fusion Data Intelligence offers certain functionality as generally available that you must enable using the Console. Generally available features are publicly available features that you can use for production workloads. These features enable functional administrators to switch functionality on and off and are disabled by default.

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To enable the generally available features, see Enable Generally Available Features.

To learn more about subject areas, see Subject Areas.

Functional Areas

Feature	Description
SF CRM Pipeline	Enables Salesforce reporting for pipeline, leads, and activities.
SF Campaign Analytics	Enables Salesforce reporting for campaigns.

Prerequisites for Oracle Fusion CX Analytics

Be sure you review and set up these prerequisite requirements to use Fusion CX Analytics and the provided subject areas.

1. Configure and schedule the Sale Historical Snapshots to get daily snapshots of the Sales Pipeline such as the snapshots of opportunity and revenue trends over time. This configuration works for the Sales Pipeline Snapshot functional area and the CX - Opportunity Snapshot, CX - Opportunity Revenue Line Snapshot, and CX - Opportunity Stage Progression subject areas in Oracle Fusion CX Analytics. See Schedule Snapshots of Your Sales Historical Pipeline.
2. (Optional) Set up the integration between Oracle Eloqua and Oracle Cloud CX to share data between the two platforms. See Oracle CX Sales Integration app.
3. (Optional) Set up the integration between Oracle Cloud CX and Oracle Configure, Price, Quote (CPQ) to configure a solution that combines the power of these applications, while reducing the cost of ownership and the time needed to deploy the application. The integration ensures that the:
   - Sales forecasts are reliable and based on real-world quotes
   - Sales orders are valid and contain the correct billing and shipping details to eliminate costly change orders
   - Sales receive the quote data that enables businesses to analyze and improve the overall efficiency of their sales teams

   The integration between Oracle Cloud CX and Oracle Configure, Price, Quote supports standard B2B selling processes, which feature highly configurable products, variable or dynamic pricing models, discount negotiations requiring executive approval, and large, branded sales documents. See Overview of the Oracle Sales and Oracle CPQ Integration.
4. To ensure the resource hierarchy works in the subject area, ensure the Reporting Hierarchy Generation ESS job is scheduled in Oracle Fusion Cloud Sales Automation. See How do I get started with Oracle Sales in the Redwood User Experience?.

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Tables

This section provides information about Oracle Fusion CX Analytics data tables.

Topics

- Overview
- Tables Without WHO Columns
- Internal Use Only Columns

Overview

This section provides information about tables within Oracle Fusion CX Analytics and their columns, primary keys denoted as key columns, data types, and the referred table and column names.

> **Note**
>
> Tables ending with the suffix `_EN`, and those listed in Tables Without WHO Columns and Internal Use Only Columns are for Oracle Internal use only. You must not use the UPDATE W$_INSERT_DT and W$_UPDATE_DT columns for reporting purposes. Use these columns with caution for downstream custom ETL. Fusion Data Intelligence truncates and reloads tables as required, effectively removing the historical record of these columns.

Download this ZIP file that contains available tables that apply to the current version of Oracle Fusion CX Analytics. Once the file downloads, extract the file, open the folder, and then open the release-specific HTML file. For example, click **26R4_Fusion_CX_Analytics_Tables.html**.

Table Types

The suffixes in table names designate the table type.

- CA, A: Aggregate
- CF, F: Fact
- CF_DN: Denormalized Fact
- CG, G: General
- D: Dimension
- DH: Dimension Hierarchy
- EF: Extended Fact
- EN: Oracle internal use only
- H: Helper
- P: Prediction

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- TL: Translation

Tables Without WHO Columns

All tables have two system date columns which can be used to get the last refresh dates.

The following views based on the data warehouse tables don't have the WHO columns:

- DW_FISCAL_DAY_D_NO_ADJUST
- DW_INV_ORGANIZATION_D
- DW_INV_ORGANIZATION_D_TL
- DW_SF_ACCOUNT_CF_DN_DH
- DW_SF_OPPORTUNITY_SNAPSHOT_CF
- DW_SF_TERRITORY_CF_DN_DH
- DW_SF_USER_CF_DN_DH

Internal Use Only Columns

The tables provided in Oracle Fusion CX Analytics include columns that are for Oracle internal use only.

The following columns aren't available for customers to use.

Table Name	Target Column
All Tables	SOURCE_RECORD_ID
DW_GL_LEDGER_RELATIONSHIPS_D	TARGET_LEDGER_ID
DW_CHART_OF_ACC_LKP_TL	CHART_OF_ACC_LKP_CODE
DW_CXS_QUOTE_LINES_CF	LAST_UPDATE_LOGIN
DW_CXS_ACCESS_GROUP_MEMBERS_D	LAST_UPDATE_LOGIN
DW_CXS_ACCESS_GROUP_RF_DN_DH	LAST_UPDATE_LOGIN
DW_CXS_ACTIVITY_ASSIGNEES_D	LAST_UPDATE_LOGIN
DW_CXS_GROUP_RESOURCES_D	LAST_UPDATE_LOGIN
DW_CXS_LEAD_ACCESS_D	LAST_UPDATE_LOGIN
DW_CXS_OBJECT_SHARE_D	LAST_UPDATE_LOGIN
DW_CXS_OPPORTUNITY_ACCESS_D	LAST_UPDATE_LOGIN
DW_CXS_PRODUCT_GROUP_CF_DN_DH	LAST_UPDATE_LOGIN
DW_CXS_SALES_ACCOUNT_ACCESS_D	LAST_UPDATE_LOGIN
DW_CXS_SALES_OBJECT_SHARE_D	LAST_UPDATE_LOGIN
DW_CXS_SALES_TERRITORY_CF_DN_DH	LAST_UPDATE_LOGIN
DW_CXS_SERVICE_OBJECT_SHARE_D	LAST_UPDATE_LOGIN
DW_CXS_SUBSCRIPTION_OBJECT_SHARE_D	LAST_UPDATE_LOGIN
DW_CXS_ACTIVITY_SUBTYPE_D_TL	LAST_UPDATE_LOGIN
DW_CXS_SNAPSHOTS_D	LAST_UPDATE_LOGIN
DW_CXSR_COVERAGE_HEADERS_D	LAST_UPDATE_LOGIN
DW_CXSR_QUEUES_D	LAST_UPDATE_LOGIN
DW_CXSR_LIFECYCLE_F	LAST_UPDATE_LOGIN
DW_CXSR_MILESTONES_F	LAST_UPDATE_LOGIN

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Table Name	Target Column
DW_CXSR_MILESTONES_F	JOB_DEFINITION_NAME
DW_CXSR_MILESTONES_F	JOB_DEFINITION_PACKAGE
DW_CXSR_INSTALLED_BASE_ASSETS_D_TL	LAST_UPDATE_LOGIN

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Relationship Diagrams

This section provides information about Oracle Fusion CX Analytics relationship diagrams.

Topics

- Overview

Overview

This chapter provides diagrams that define the logical relationship of a Fact table with different dimension tables.

Download this ZIP file that contains available diagrams that apply to the current version of Oracle Fusion CX Analytics. Once the file downloads, extract the file, open the folder, and then open the release-specific HTML file. For example, click **26R4_Fusion_CX_Analytics_Diagrams.html**.

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Data Store

This section provides information about the Oracle Fusion CX Analytics data store.

Topics

- Overview

Overview

Enrich your reports by choosing specific columns from various view objects (VOs) from the Oracle Fusion Cloud Applications data sources.

Enrich your reports by choosing specific columns from various view objects (VOs) from the Oracle Fusion Cloud Applications data sources. You can select the columns from various VOs, create an enrichment dataset, and use that dataset to create a data pipeline activation plan. This enables you to seamlessly extract and load data from additional Oracle Fusion Cloud Applications VOs and make it readily available in the autonomous data warehouse tables. You can then use the data for visualization and analysis.

Data Store Spreadsheet

Use this spreadsheet that contains available Fusion CX Analytics BI View Objects for extraction using Data Enrichment in Oracle Fusion Data Intelligence.

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Data Lineage

This section provides information about Oracle Fusion CX Analytics data lineage

Topics

- Overview

Overview

The Customer Experience Semantic Model Lineage spreadsheet and Metric Calculation Logic spreadsheet for Oracle Fusion CX Analytics provides an end-to-end data lineage summary report for physical and logical relationships in your data.

You can select the subject area for each of the application products and review the data lineage details. This enables you to understand the column and table lineage from the presentation layer to the physical layer.

Data Lineage Spreadsheet

Use this spreadsheet that contains Fusion Customer Experience Data Lineage details.

Customer Experience Metric Calculation Spreadsheet

Use this spreadsheet that contains Fusion Customer Experience Metric Calculation details.

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Data Augmentation

This section provides information about Oracle Fusion CX Analytics data augmentation.

Topics

- Overview

Overview

Entities are key concepts or building blocks for implementing business processes in any of the Fusion Applications. The application extracts data for key entities and makes the data available in analysis-friendly data models (tables). Internally, the application keeps track of the tables that capture entity details, as well as tables with references for entities. When the data augmentation framework adds attributes that aren't part of the predefined data model, users see the new information as new attributes associated with the relevant tables. The Entity ID is the set of unique attributes that identifies the entity. extracts data for key entities and makes the data available in analysis-friendly data models (tables). Internally, Oracle Fusion Data Intelligence keeps track of the tables that capture entity details, as well as tables with references for entities. When the data augmentation framework adds attributes that aren't part of the predefined data model, users see the new information as new attributes associated with the relevant tables. The Entity ID is the set of unique attributes that identifies the entity.

Data Augmentation Spreadsheet

Use this spreadsheet that contains Entities and Entity ID mapping details for CX. Select "Entity" in the Data augmentation flow.

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Data Validation

This section provides information about validating data in Oracle Fusion CX Analytics.

Topics

- Overview

Overview

Oracle Fusion Data Intelligence provides a library of metrics to validate data between your Oracle Fusion Data Intelligence instance and the Oracle Transactional Business Intelligence instance.

You can validate the data after loading the source data in to your data warehouse. You can schedule the validation of your data using the prebuilt validation sets or custom validation sets that you create. You can create a validation set and define the subject area, metrics, and columns that you want to validate and schedule the validation frequency and date. You see the validation sets that you create under Custom Validation Sets in the Scheduled Validation tab. Based on the schedule and the validation set, Oracle Fusion Data Intelligence validates the data and stores the details in the Data Validation workbook available in the Common folder in Oracle Analytics Cloud.

> **Note**
>
> The Fusion user who runs the data validation needs to have these below two roles assigned to them in the Security console:
>
> - BI Administrator Role (BIAdministrator)
> - Sales System Integrator (ORA_ZCA_SALES_SYSTEM_INTEGRATOR)

Metrics Spreadsheet

Use this spreadsheet that contains library of metrics that are supported in Oracle Fusion Data Intelligence.

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Subject Areas

This section provides information about Oracle Fusion CX Analytics subject areas.

Topics

- Subject Areas
- Business Questions
- Job-Specific Groups
- Data Roles
- Duty Roles
- Subject Area Metric Details

Subject Areas

This chapter provides information on the subject areas with data you maintain in Oracle Analytics for Advertising and Customer Experience (CX). These subject areas, with their corresponding data, are available for you to use when creating and editing analyses and reports. The information for each subject area includes:

This section provides information on the subject areas with data you maintain in Oracle Fusion CX Analytics. These subject areas, with their corresponding data, are available for you to use when creating and editing analyses and reports. The information for each subject area includes:

- Description of the subject area.
- Business questions that can be answered by data in the subject area, with a link to more detailed information about each business question.
- Job-specific groups and duty roles that can be used to secure access to the subject area, with a link to more detailed information about each job role and duty role.
- Primary navigation to the work area that is represented by the subject area.
- Time reporting considerations in using the subject area, such as whether the subject area reports historical data or only the current data. Historical reporting refers to reporting on historical transactional data in a subject area. With a few exceptions, all dimensional data are current as of the primary transaction dates or system date.
- The lowest grain of transactional data in a subject area. The lowest transactional data grain determines how data are joined in a report.
- Special considerations, tips, and things to look out for in using the subject area to create analyses and reports.

Topics

- Overview
- Offerings and Functional Areas
- Security Assignment

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- Security Audit History
- Usage Tracking Analysis Dashboard
- Warehouse Refresh Statistics

Overview

This section details subject area information for Customer Experience data using Oracle Fusion CX Analytics.

Download this ZIP file that contains available subject areas that apply to the current version of Oracle Fusion CX Analytics. Once the file downloads, extract the file, open the folder, and then open the release-specific HTML file. For example, click **26R4_Fusion_CX_Analytics_SubjectAreas.html**.

Offerings and Functional Areas

This table shows the offerings in Oracle Fusion CX Analytics and their source.

To learn more about subject areas, see Subject Areas.

Offering	Functional Area	Activation Dependency *	Subject Areas Covered	Source	Initial Release
Customer Experience Sales Analytics	Sales Pipeline	None	• CX - Opportunity • CX - Opportunity Revenue Line • CX - Activity • CX - Opportunity Activity • CX - Lead Activity • CX - Leads	Oracle CX Cloud (Fusion Sales)	22R2
Customer Experience Sales Analytics	Sales Pipeline Snapshot	Sales Pipeline	• CX - Opportunity Snapshot • CX - Opportunity Revenue Line Snapshot • CX - Opportunity Stage Progression	Oracle CX Cloud (Fusion Sales)	22R2
Customer Experience Sales Analytics	Sales CPQ Integrated Analytics	Sales Pipeline	• CX - Opportunity Quote • CX - Opportunity Quote Line	Oracle CX Cloud (Fusion Sales)+	22R2

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Offering	Functional Area	Activation Dependency *	Subject Areas Covered	Source	Initial Release
Customer Experience Sales Analytics	Sales CPQ Integrated Analytics	Marketing Campaign Closed Loop Analytics	• Campaign Opportunity Quote Line	Oracle CX Cloud (Fusion Sales)##	26R4
Customer Experience Marketing Analytics	Marketing Campaign Closed Loop Analytics	Sales Pipeline	• CX - Campaign Members • CX - Campaign Opportunity Revenue	Oracle CX Cloud (Fusion Sales)#	22R2
Customer Experience Service Analytics	B2B Service Analytics	None	• CX - Service Request • CX - Service Request Milestone • CX - Service Request Lifecycle	Oracle CX Cloud (Fusion B2B Service)	22R2
Subscription Analytics	Subscription Management Analytics	None	• CX - Subscriptions • CX - Subscription Bill Line	Oracle Subscription Management	22R3
Subscription Analytics	Subscription Management Snapshot	Subscription Management Analytics	• CX - Susbcription Historical Trend	Oracle Subscription Management	22R3
Customer Experience Marketing Analytics	Marketing Campaign Analytics	None	• CX - Campaign Activity Analysis	Oracle Eloqua**	22R3
Customer Experience Marketing Analytics	Marketing Campaign Activity Detail Analytics	Marketing Campaign Analytics	• CX - Campaign Activity Detail Analysis	Oracle Eloqua**	23R3
Customer Experience Security Configuration	CX Security Data	None	• NA	Oracle CX Cloud (Fusion Sales)	23R3
Customer Experience Sales Analytics	CX Resource HCM Worker Analytics	Sales Pipeline	• NA	Oracle CX Cloud (Fusion Sales)	23R3

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Offering	Functional Area	Activation Dependency *	Subject Areas Covered	Source	Initial Release
Salesforce CRM Analytics	Salesforce CRM Pipeline	None	• SF - Activity • SF - Leads • SF - Lead Activity • SF - Opportunity • SF - Opportunity Activity • SF - Opportunity Line Item • SF - Opportunity Historical Trend • SF - Opportunity Stage Progressio n	Salesforce CRM	24R3
Salesforce CRM Analytics	Salesforce Campaign Closed Loop Analytics	Salesforce CRM Pipeline	• SF - Campaign Member • SF - Campaign Influence • SF - Primary Campaign Influence	Salesforce CRM	24R3

* The functional area listed must be activated.

+ The pipeline or functional area is applicable when there's integration between Oracle Fusion Cloud Sales Automation and Oracle Configure, Price, Quote, otherwise the subject area won't have data.

The pipeline or functional area is applicable when there's integration between Oracle Fusion Cloud Sales Automation and Oracle Eloqua Marketing Automation, otherwise the subject area won't have data.

** Enable the Odata flag for the Eloqua instance.

The pipeline or functional area is applicable when there's integration between Oracle CX Sales and Oracle Configure, Price, Quote, and campaign, otherwise the subject area won't have data.

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Security Assignment

Description

Using the Security Assignment subject area, you can create reports about the current security assignments. These reports enable you to track the security contexts and the users who have access to the security contexts.

Business Questions

This subject area can answer the following business questions:

- What is the total number of security contexts?
- What is the number of users by security context?
- Which user is assigned to which security context and when was the assignment done?

Duty Roles

The Security Reporting Duty role secures access to this subject area. See Common Duty Roles.

Primary Navigation

Folder: /Shared Folders/Common/Security Assignment

Workbook: Security Audit

Special Considerations

None.

Security Audit History

This section is applicable for CX Subscription Management Analytics only.

Description

Using the data in the Security Audit History subject area, you can create reports to track assignment of users to groups, groups to roles, and security context members to users.

Business Questions

This subject area can answer the following business questions:

- When was a group created?
- When was a role created?
- When was a user assigned to or removed from a group?
- When was a user assigned to or removed from a role?
- When was a user assigned to or removed from a security context?

Duty Roles

The Security Reporting Duty role secures access to this subject area. See Common Duty Roles.

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Primary Navigation

Folder: /Shared Folders/Common/Security Audit History

Workbook: Security Audit

Special Considerations

None.

Usage Tracking Analysis Dashboard

Description

Usage Tracking is a powerful feature that is available in Oracle Analytics Cloud. In Oracle Fusion Data Intelligence you can track usage to determine which user queries are creating performance bottlenecks, based on query frequency and response time. Administrators set up the criteria to track user queries and generate usage reports that you can use in a variety of ways such as reports optimization, user session strategies, or plan usage by users, and departments based on the resources that they consume. When reviewing the business metrics, it's important to keep the usability considerations in mind including trends, slice-and-dice, and drilldowns. Where applicable, benchmark information showcasing performance with the peer group is available. Companies typically set strategic quarterly goals in terms of key metrics; where applicable, the business metrics show progress towards such goals.

This subject area includes details of logical queries that provide insights on the types of queries generated and their performance. Along with it, the Common - Usage Tracking - Physical Query subject area provides details of physical queries sent to the database. These details can help you understand query execution plans in Autonomous AI Lakehouse to identify areas of improvement in report creation. Both subject areas have the Logical query folder with a common set of attributes, that you can use to join a logical or semantic query to its physical database queries. Together, they provide valuable insights to track performance of the Oracle Analytics platform and help you design reports and visualizations that can perform optimally. This subject area provides you the ability to understand the usage and performance of logical and physical queries generated by the Oracle Fusion Data Intelligence semantic model, including customer created extensions. You can use the usage tracking data to analyze query performance and to understand the patterns of physical queries that are sent to the database and the execution plans that are generated in autonomous data warehouse. You can view the details of the physical queries generated for each logical query and their performance metrics such as row counts and time elapsed. This information is especially relevant in these scenarios:

- While creating new custom content adhering to the recommended practices.
- When you want to provide additional data points for the prebuilt reports while reporting performance problems and want to add metrics such as row counts, compilation time, and response times.

Business Questions

This subject area can answer the following business questions:

- What are the average queries ran by the user by month?
- How many number of user sessions were created per month?
- How many distinct queries were run per month?
- How many distinct users used the system?

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- How many distinct users used the system in a week?
- What are the average queries ran by the user in a week?
- How many logical queries ran by the top users?
- What are the top 10 logical and physical queries by execution time?
- Which dashboards and visualizations are the slowest performing?

Duty Roles

The Usage Tracking Analysis Duty role secures access to this subject area. See Common Duty Roles.

Primary Navigation

Folder: /Shared Folders/Common/Usage Tracking

Workbook: Usage Tracking Analysis Dashboard

Special Considerations

None.

Warehouse Refresh Statistics

For information about the latest Warehouse Refresh Statistics capabilities, see Subject Area for Warehouse Refresh Statistics and View the Warehouse Refresh Statistics.

Description

The Warehouse Refresh Statistics subject area provides valuable information on pipeline activity and performance. You can use this subject area to create analytics on data refreshes, pipeline jobs, job failures, and details on rejected records. Together with data validation, this subject area helps reconcile data between the Oracle Fusion Cloud Applications source module and Oracle Fusion Data Intelligence, and improve data quality over time.

Business Questions

This subject area can answer the following business questions:

- When was the warehouse last refreshed, by each module?
- Which modules have high percentage of rejected records?
- What are the specific records that have been rejected for a certain module?
- What errors did the pipeline encounter, by specific jobs?
- Which jobs fail most frequently?
- What are the cascading effects, for example what other related records also fail due to a certain failure of a job?

Duty Roles

The Data Warehouse Refresh Analysis Duty role secures access to this subject area. See Common Duty Roles.

Primary Navigation

Folder: /Shared Folders/Common/Warehouse Refresh Statistics

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Workbook: Warehouse Refresh Statistics

Special Considerations

None.

Business Questions

This section provides information about Oracle Fusion CX Analytics business questions.

Topics

- Overview

Overview

For each business question in this section, links are provided for more detailed information about the subject areas, job-specific groups, and duty roles associated with the business question.

Download this ZIP file that contains available business questions that apply to the current version of Oracle Fusion CX Analytics. Once the file downloads, extract the file, open the folder, and then open the release-specific HTML file. For example, click **26R4_Fusion_CX_Analytics_BQs.html**.

> **Note**
>
> Job roles are the same as job-specific groups.

Job-Specific Groups

This section provides information about Oracle Fusion CX Analytics job-specific groups.

Topics

- Overview
- Common Job-Specific Groups

Overview

This section provides job-specific groups that can be used to secure access to the subject area.

> **Note**
>
> Job roles are the same as job-specific groups.

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_CN_INCENTIVE_COMPENSATION_ADMINISTRATOR_JOB	Incentive Compensation Application Administrator	Incentive Compensation Application Administrator	OA4F_CX_IC_TRANSACTIONS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_TRANSACTIONS_ANALYSIS_DUTY OA4F_CX_IC_TRANSACTIONS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_DUTY OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_OAC_CONTENT_DUTY	CX Incentive Compensation

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_CN_INCENTIVE_COMPENSATION_ANALYST_JOB	Incentive Compensation Analyst	Incentive Compensation Analyst	OA4F_CX_IC_ANALYST_DATA OA4F_CX_IC_ATTAINMENT_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_ATTAINMENT_ANALYSIS_DUTY OA4F_CX_IC_ATTAINMENT_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_PAYMENTS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_PAYMENTS_ANALYSIS_DUTY OA4F_CX_IC_PAYMENTS_ANALYSIS_OAC_CONTENT_DUTY	CX Incentive Compensation

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_IC_TRANSACTIONS_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_IC_TRANSACTIONS_ANALYSIS_DUTY	
			OA4F_CX_IC_TRANSACTIONS_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_DUTY	
			OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_OAC_CONTENT_DUTY	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_CN_INCENTIVE_COMPENSATION_MANAGER_JOB	Incentive Compensation Manager	Incentive Compensation Manager	OA4F_CX_IC_ATTAINMENT_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_ATTAINMENT_ANALYSIS_DUTY OA4F_CX_IC_ATTAINMENT_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_BU_DATA OA4F_CX_IC_CREDITS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_PAYMENTS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_PAYMENTS_ANALYSIS_DUTY OA4F_CX_IC_PAYMENTS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_TRANSACTIONS_ANA	CX Incentive Compensation

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			LYSIS_CONTENT_DUTY	
			OA4F_CX_IC_TRANSACTIONS_ANALYSIS_DUTY	
			OA4F_CX_IC_TRANSACTIONS_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_DUTY	
			OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_OAC_CONTENT_DUTY	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_CN_INCENTIVE_COMPENSATION_PARTICIPANT_ABSTRACT	Incentive Compensation Participant	Incentive Compensation Participant	OA4F_CX_IC_ATTAINMENT_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_ATTAINMENT_ANALYSIS_DUTY OA4F_CX_IC_ATTAINMENT_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_PARTICIPANT_DATA OA4F_CX_IC_PAYMENTS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_PAYMENTS_ANALYSIS_DUTY OA4F_CX_IC_PAYMENTS_ANALYSIS_OAC_CONTENT_DUTY	CX Incentive Compensation

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_IC_TRANSACTIONS_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_IC_TRANSACTIONS_ANALYSIS_DUTY	
			OA4F_CX_IC_TRANSACTIONS_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_DUTY	
			OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_OAC_CONTENT_DUTY	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_CN_INCENTIVE_COMPENSATION_PARTICIPANT_MANAGER_ABSTRACT	Incentive Compensation Participant Manager	Incentive Compensation Participant Manager	OA4F_CX_IC_ATTAINMENT_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_ATTAINMENT_ANALYSIS_DUTY OA4F_CX_IC_ATTAINMENT_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_DUTY OA4F_CX_IC_BALANCES_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_DUTY OA4F_CX_IC_CREDITS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_DUTY OA4F_CX_IC_EARNINGS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_PARTICIPANT_DATA OA4F_CX_IC_PARTICIPANT_MANAGER_DATA OA4F_CX_IC_PAYMENTS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_PAYMENTS_ANALYSIS_DUTY OA4F_CX_IC_PAYMENTS_ANALYSI	CX Incentive Compensation

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			S_OAC_CONTENT_DUTY OA4F_CX_IC_TRANSACTIONS_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_TRANSACTIONS_ANALYSIS_DUTY OA4F_CX_IC_TRANSACTIONS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_CONTENT_DUTY OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_DUTY OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_OAC_CONTENT_DUTY	
ORA_ELQ_MARKETING_USER_JOB	CX Marketing User	CX Marketing User	OA4F_CX_CAMPAIGN_ACTIVITY_ANALYSIS_CONTENT_DUTY OA4F_CX_CAMPAIGN_ACTIVITY_ANALYSIS_DUTY OA4F_CX_CAMPAIGN_ACTIVITY_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_ACTIVITY_DETAIL_ANALYSIS_CONTENT_DUTY OA4F_CX_CAMPAIGN_ACTIVITY_DETAIL_ANALYSIS_DUTY OA4F_CX_CAMPAIGN_ACTIVITY_DETAIL_ANALYSIS_OAC_CONTENT_DUTY	CX Eloqua Marketing

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_OSS_SUBSCRIPTION_SPECIALIST_JOB	Subscription Specialist	Subscription Specialist Job Group	OA4F_CX_SUBCRIPTIONS_ANALYSIS_CONTENT_DUTY OA4F_CX_SUBCRIPTIONS_ANALYSIS_DUTY OA4F_CX_SUBCRIPTIONS_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SUBCRIPTION_BILL_LINE_ANALYSIS_CONTENT_DUTY OA4F_CX_SUBCRIPTION_BILL_LINE_ANALYSIS_DUTY OA4F_CX_SUBCRIPTION_BILL_LINE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SUBCRIPTION_HISTORICAL_TREND_ANALYSIS_CONTENT_DUTY OA4F_CX_SUBCRIPTION_HISTORICAL_TREND_ANALYSIS_DUTY OA4F_CX_SUBCRIPTION_HISTORICAL_TREND_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SUBSCRIPTION_BUSINESS_UNIT_DATA OA4F_CX_SUBSCRIPTION_CUSTOM_DATA	CX Subscription

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_SFA_SALES_USER_JOB	Salesforce Sales User	Salesforce Sales User	OA4F_SF_ACTIVITY_ANALYSIS_CONTENT_DUTY OA4F_SF_ACTIVITY_ANALYSIS_DUTY OA4F_SF_ACTIVITY_ANALYSIS_OAC_CONTENT_DUTY OA4F_SF_CAMPAIGN_INFLUENCE_ANALYSIS_CONTENT_DUTY OA4F_SF_CAMPAIGN_INFLUENCE_ANALYSIS_DUTY OA4F_SF_CAMPAIGN_INFLUENCE_ANALYSIS_OAC_CONTENT_DUTY OA4F_SF_CAMPAIGN_MEMBER_ANALYSIS_CONTENT_DUTY OA4F_SF_CAMPAIGN_MEMBER_ANALYSIS_DUTY OA4F_SF_CAMPAIGN_MEMBER_ANALYSIS_OAC_CONTENT_DUTY OA4F_SF_CAMPAIGN_PRIMARY_INFLUENCE_ANALYSIS_CONTENT_DUTY OA4F_SF_CAMPAIGN_PRIMARY_INFLUENCE_ANALYSIS_DUTY OA4F_SF_CAMPAIGN_PRIMARY_INFLUENCE_ANALYSIS_OAC_CONTENT_DUTY OA4F_SF_LEADS_ACTIVITY_ANALYSIS_CONTENT_DUTY OA4F_SF_LEADS_ACTIVITY_ANALYSIS_DUTY OA4F_SF_LEADS_ACTIVITY_ANALY	Salesforce CRM Analytics

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			SIS_OAC_CONTENT_DUTY OA4F_SF_LEADS_ANALYSIS_CONTENT_DUTY OA4F_SF_LEADS_ANALYSIS_DUTY OA4F_SF_LEADS_ANALYSIS_OAC_CONTENT_DUTY OA4F_SF_OPPORTUNITY_ACTIVITY_ANALYSIS_CONTENT_DUTY OA4F_SF_OPPORTUNITY_ACTIVITY_ANALYSIS_DUTY OA4F_SF_OPPORTUNITY_ACTIVITY_ANALYSIS_OAC_CONTENT_DUTY OA4F_SF_OPPORTUNITY_ANALYSIS_CONTENT_DUTY OA4F_SF_OPPORTUNITY_ANALYSIS_DUTY OA4F_SF_OPPORTUNITY_ANALYSIS_OAC_CONTENT_DUTY OA4F_SF_OPPORTUNITY_HISTORICAL_TREND_ANALYSIS_CONTENT_DUTY OA4F_SF_OPPORTUNITY_HISTORICAL_TREND_ANALYSIS_DUTY OA4F_SF_OPPORTUNITY_HISTORICAL_TREND_ANALYSIS_OAC_CONTENT_DUTY OA4F_SF_OPPORTUNITY_LINE_ITEM_ANALYSIS_CONTENT_DUTY OA4F_SF_OPPORTUNITY_LINE_ITEM_ANALYSIS_DUTY OA4F_SF_OPPORTUNITY_LINE_ITE	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			M_ANALYSIS_OAC_CONTENT_DUTY OA4F_SF_OPPORTUNITY_STAGE_PROGRESSION_ANALYSIS_CONTENT_DUTY OA4F_SF_OPPORTUNITY_STAGE_PROGRESSION_ANALYSIS_DUTY OA4F_SF_OPPORTUNITY_STAGE_PROGRESSION_ANALYSIS_OAC_CONTENT_DUTY	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_SVC_CUSTOMER_SERVICE_MANAGER_JOB	Customer Service Manager	Customer Service Manager Job Group	OA4F_CX_SERVICE_REQUEST_ALL_DATA OA4F_CX_SERVICE_REQUEST_ANALYSIS_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_ANALYSIS_DUTY OA4F_CX_SERVICE_REQUEST_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_CUSTOM_DATA OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_DUTY OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_DUTY OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_ALL_DATA OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_DUTY OA4F_CX_SERVICE_WORK_ORDER	CX Service

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_CUSTOM_DATA	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_SVC_CUSTOMER_SERVICE_REPRESENTATIVE_JOB	Customer Service Representative	Customer Service Representative Job Group	OA4F_CX_SERVICE_REQUEST_ALL_DATA OA4F_CX_SERVICE_REQUEST_ANALYSIS_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_ANALYSIS_DUTY OA4F_CX_SERVICE_REQUEST_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_CUSTOM_DATA OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_DUTY OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_DUTY OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_ALL_DATA OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_DUTY OA4F_CX_SERVICE_WORK_ORDER	CX Service

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_CUSTOM_DATA	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_ZBS_SALES_ADMINISTRATOR_JOB	Sales Administrator	Sales Administrator Job Group	OA4F_CX_CAMPAIGN_MEMBERS_CONTENT_DUTY OA4F_CX_CAMPAIGN_MEMBERS_DUTY OA4F_CX_CAMPAIGN_MEMBERS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_OAC_CONTENT_DUTY OA4F_CX_LEADS_CONTENT_DUTY OA4F_CX_LEADS_DUTY OA4F_CX_LEADS_OAC_CONTENT_DUTY	CX Sales

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_OPTY_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_ANALYSIS_DUTY OA4F_CX_OPTY_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_REVN_LINE_ANALYSIS_CONTENT_DUTY OA4F_CX_REVN_LINE_ANALYSIS_DUTY OA4F_CX_REVN_LINE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_CONTENT_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SALES_ACCNT_DATA OA4F_CX_SALES_ACTIVITY_ASSIGNEE_DATA	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_SALES_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_ACTIVITY_CUSTOM_DATA	
			OA4F_CX_SALES_ACTIVITY_DELEGATOR_DATA	
			OA4F_CX_SALES_ACTIVITY_DUTY	
			OA4F_CX_SALES_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_ACTIVITY_RES_HIER_DATA	
			OA4F_CX_SALES_LEADS_DATA	
			OA4F_CX_SALES_LEAD_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_LEAD_ACTIVITY_DUTY	
			OA4F_CX_SALES_LEAD_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_LEAD_CUSTOM_DATA	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_DUTY	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_CUSTOM_DATA	
			OA4F_CX_SALES_OPTY_DATA	
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_CONTENT_DUTY	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_CUSTOM_DATA	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_ALL_DATA	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_CUSTOM_DATA	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_MIL	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			ESTONE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_WORK_ORDER_ALL_DATA	
			OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_WORK_ORDER_CUSTOM_DATA	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_ZBS_SALES_MANAGER_JOB	Sales Manager	Sales Manager Job Group	OA4F_CX_CAMPAIGN_MEMBERS_CONTENT_DUTY OA4F_CX_CAMPAIGN_MEMBERS_DUTY OA4F_CX_CAMPAIGN_MEMBERS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_OAC_CONTENT_DUTY OA4F_CX_LEADS_CONTENT_DUTY OA4F_CX_LEADS_DUTY OA4F_CX_LEADS_OAC_CONTENT_DUTY	CX Sales

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_OPTY_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_ANALYSIS_DUTY OA4F_CX_OPTY_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_REVN_LINE_ANALYSIS_CONTENT_DUTY OA4F_CX_REVN_LINE_ANALYSIS_DUTY OA4F_CX_REVN_LINE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_CONTENT_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SALES_ACCNT_DATA OA4F_CX_SALES_ACTIVITY_ASSIGNEE_DATA	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_SALES_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_ACTIVITY_CUSTOM_DATA	
			OA4F_CX_SALES_ACTIVITY_DELEGATOR_DATA	
			OA4F_CX_SALES_ACTIVITY_DUTY	
			OA4F_CX_SALES_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_ACTIVITY_RES_HIER_DATA	
			OA4F_CX_SALES_LEADS_DATA	
			OA4F_CX_SALES_LEAD_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_LEAD_ACTIVITY_DUTY	
			OA4F_CX_SALES_LEAD_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_LEAD_CUSTOM_DATA	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_DUTY	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_CUSTOM_DATA	
			OA4F_CX_SALES_OPTY_DATA	
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_CONTENT_DUTY	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_CUSTOM_DATA	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_CUSTOM_DATA	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSI	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			S_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_WORK_ORDER_CUSTOM_DATA	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_ZBS_SALES_REPRESENTATIVE_JOB	Sales Representative	Sales Representative Job Group	OA4F_CX_CAMPAIGN_MEMBERS_CONTENT_DUTY OA4F_CX_CAMPAIGN_MEMBERS_DUTY OA4F_CX_CAMPAIGN_MEMBERS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_OAC_CONTENT_DUTY OA4F_CX_LEADS_CONTENT_DUTY OA4F_CX_LEADS_DUTY OA4F_CX_LEADS_OAC_CONTENT_DUTY	CX Sales

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_OPTY_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_ANALYSIS_DUTY OA4F_CX_OPTY_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_REVN_LINE_ANALYSIS_CONTENT_DUTY OA4F_CX_REVN_LINE_ANALYSIS_DUTY OA4F_CX_REVN_LINE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_CONTENT_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SALES_ACCNT_DATA OA4F_CX_SALES_ACTIVITY_ASSIGNEE_DATA	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_SALES_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_ACTIVITY_CUSTOM_DATA	
			OA4F_CX_SALES_ACTIVITY_DELEGATOR_DATA	
			OA4F_CX_SALES_ACTIVITY_DUTY	
			OA4F_CX_SALES_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_LEADS_DATA	
			OA4F_CX_SALES_LEAD_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_LEAD_ACTIVITY_DUTY	
			OA4F_CX_SALES_LEAD_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_LEAD_CUSTOM_DATA	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_DUTY	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_CUSTOM_DATA	
			OA4F_CX_SALES_OPTY_DATA	
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_A	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			NALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_CUSTOM_DATA	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_CUSTOM_DATA	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_MIL	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			ESTONE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_DUTY OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_CUSTOM_DATA	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
ORA_ZBS_SALES_VP_JOB	Sales VP	Sales VP Job Group	OA4F_CX_CAMPAIGN_MEMBERS_CONTENT_DUTY OA4F_CX_CAMPAIGN_MEMBERS_DUTY OA4F_CX_CAMPAIGN_MEMBERS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_DUTY OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_DUTY OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_CONTENT_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_DUTY OA4F_CX_CAMPAIGN_OPTY_REVN_OAC_CONTENT_DUTY OA4F_CX_LEADS_CONTENT_DUTY OA4F_CX_LEADS_DUTY OA4F_CX_LEADS_OAC_CONTENT_DUTY	CX Sales

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_OPTY_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_ANALYSIS_DUTY OA4F_CX_OPTY_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_DUTY OA4F_CX_OPTY_PROG_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_CONTENT_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_DUTY OA4F_CX_OPTY_SNP_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_REVN_LINE_ANALYSIS_CONTENT_DUTY OA4F_CX_REVN_LINE_ANALYSIS_DUTY OA4F_CX_REVN_LINE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_CONTENT_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_DUTY OA4F_CX_REVN_LINE_SNP_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SALES_ACCNT_DATA OA4F_CX_SALES_ACTIVITY_ASSIGNEE_DATA	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_SALES_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_ACTIVITY_CUSTOM_DATA	
			OA4F_CX_SALES_ACTIVITY_DELEGATOR_DATA	
			OA4F_CX_SALES_ACTIVITY_DUTY	
			OA4F_CX_SALES_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_ACTIVITY_RES_HIER_DATA	
			OA4F_CX_SALES_LEADS_DATA	
			OA4F_CX_SALES_LEAD_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_LEAD_ACTIVITY_DUTY	
			OA4F_CX_SALES_LEAD_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_LEAD_CUSTOM_DATA	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_CONTENT_DUTY	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_DUTY	
			OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_CUSTOM_DATA	
			OA4F_CX_SALES_OPTY_DATA	
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_CONTENT_DUTY	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_CUSTOM_DATA	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_DUTY	
			OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_CUSTOM_DATA	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_DUTY	
			OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_OAC_CONTENT_DUTY	
			OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSI	

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Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Functional Area
			S_CONTENT_DUTY OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_DUTY OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_DUTY OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_OAC_CONTENT_DUTY OA4F_CX_SERVICE_WORK_ORDER_CUSTOM_DATA	

Common Job-Specific Groups

The common job-specific groups are applicable across the analytics applications that are part of Oracle Fusion Data Intelligence such as Oracle Fusion HCM Analytics and Oracle Fusion ERP Analytics.

Job-Specific Group Code	Job-Specific Group Name	Description	Associated Application Roles	Associated Application Role Names	Functional Area
ORA_FND_INTEGRATION_SPECIALIST_JOB	Integration Specialist	Individual responsible for planning, coordinating, and supervising all activities related to the integration of enterprise information systems. Has author privileges.	Author OA4F_COMMON_DATA_ADMIN_ANALYSIS_DUTY	Not applicable	Common

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Data Roles

This section provides information about Oracle Fusion CX Analytics data roles.

Topics

- Overview

Overview

This section provides data roles that can be used to secure access to the subject area.

Refer to the prebuilt data security relationship spreadsheet for detailed information about the relationships among Data Roles, Functional Groups, and Fact tables. See Prebuilt Functional Groups, Data Roles, and Fact Table Relationships.

Data Role Code	Data Role Name	Description	Functional Area
OA4F_CX_IC_ANALYST_DATA	IC Analyst Data Security	Data security role to access Analyst Data	CX Incentive Compensation
OA4F_CX_IC_BU_DATA	IC Business Unit Data Security	Data security role to access BU Data	CX Incentive Compensation
OA4F_CX_IC_PARTICIPANT_DATA	IC Participant Data Security	Data security role to access Participant Data	CX Incentive Compensation
OA4F_CX_IC_PARTICIPANT_MANAGER_DATA	IC Participant Manager Data Security	Data security role to access Participant Manager Data	CX Incentive Compensation
OA4F_CX_SALES_ACCNT_DATA	Sales Account Data Security	Data security role to access sales account data.	CX Marketing CX Pricing CX Sales CX Service
OA4F_CX_SALES_ACTIVITY_ASSIGNEE_DATA	Sales Activity By Assignee Data Security	Data security role to access activity data by Assignee.	CX Sales
OA4F_CX_SALES_ACTIVITY_CUSTOM_DATA	Sales Activity Custom and System Access Group Data Security	Data security role to access Activity data by Activity Access Group data.	CX Sales
OA4F_CX_SALES_ACTIVITY_DELEGATOR_DATA	Sales Activity By Delegator Data Security	Data security role to access Sales activity data by Delegator.	CX Sales
OA4F_CX_SALES_ACTIVITY_RES_HIER_DATA	Sales Activity By Resource Hierarchy Data Security	Data security role to access activity data by Resource Hierarchy.	CX Sales
OA4F_CX_SALES_LEAD_CUSTOM_DATA	Lead Custom and System Access Group Data Security	Data security role to access Lead data by Access Group data	CX Sales
OA4F_CX_SALES_LEADS_DATA	Lead Data Security	Data security role to access Lead data.	CX Sales
OA4F_CX_SALES_OPTY_CUSTOM_DATA	Opportunity Custom and System Access Group Data Security	Data security role to access Opportunity data by Access Group data.	CX Sales
OA4F_CX_SALES_OPTY_DATA	Opportunity Data Security	Data security role to opportunity data.	CX Sales

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Data Role Code	Data Role Name	Description	Functional Area
OA4F_CX_SALES_OPTY_QUOTE_CUSTOM_DATA	Opportunity Quote Access Group Data Security	Data security role to access group opportunity quote data.	CX Sales
OA4F_CX_SERVICE_REQUEST_ALL_DATA	Service Request All Data Security	Data security role to allow access to all Service Request data.	CX Service
OA4F_CX_SERVICE_REQUEST_CUSTOM_DATA	Service Request Custom and System Access Group Data Security	Data security role to access Service Request data by Activity Access Group data	CX Service
OA4F_CX_SERVICE_WORK_ORDER_ALL_DATA	Service Work Order All Data Security	Data security role to allow access to all Service Work Order data	CX Service
OA4F_CX_SERVICE_WORK_ORDER_CUSTOM_DATA	Service Work Order Custom and System Access Group Data Security	Data security role to access Service Work Order data by Access Group data	CX Service
OA4F_CX_SUBSCRIPTION_BUSINESS_UNIT_DATA	Subscription Business Unit Data Security	Data Security role to access Subscription Business Unit based data	CX Subscription
OA4F_CX_SUBSCRIPTION_CUSTOM_DATA	Subscription Custom and System Access Group Data Security	Data Security role to access Subscription data by Access group data	CX Subscription

Duty Roles

This section provides information about Oracle Fusion CX Analytics duty roles.

Topics

- Overview
- Common Duty Roles

Overview

This section provides subject area and content-related duty roles that you can use to secure access to the subject areas and specific content. For each duty role in this section, links are provided for detailed information about the job-specific groups, subject areas, and business questions associated with the duty role.

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_CAMPAIGN_ACTIVITY_ANALYSIS_CONTENT_DUTY	Campaign Activity Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Campaign Activity Analysis subject area.	CX Eloqua Marketing	NA
OA4F_CX_CAMPAIGN_ACTIVITY_ANALYSIS_DUTY	Campaign Activity Analysis Duty	Object security role to control presentation catalog access to CX - Campaign Activity Analysis subject area.	CX Eloqua Marketing	CX - Campaign Activity Analysis
OA4F_CX_CAMPAIGN_ACTIVITY_ANALYSIS_OAC_CONTENT_DUTY	Campaign Activity Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Campaign Activity Analysis subject area	CX Eloqua Marketing	NA
OA4F_CX_CAMPAIGN_ACTIVITY_DETAIL_ANALYSIS_CONTENT_DUTY	Campaign Activity Detail Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Campaign Activity Detail Analysis subject area.	CX Eloqua Marketing	NA
OA4F_CX_CAMPAIGN_ACTIVITY_DETAIL_ANALYSIS_DUTY	Campaign Activity Detail Analysis Duty	Object security role to control presentation catalog access to CX - Campaign Activity Detail Analysis subject area.	CX Eloqua Marketing	CX - Campaign Activity Detail Analysis

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_CAMPAIGN_ACTIVITY_DETAIL_ANALYSIS_OAC_CONTENT_DUTY	Campaign Activity Detail Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the CX - Campaign Activity Detail Analysis subject area.	CX Eloqua Marketing	NA
OA4F_CX_CAMPAIGN_MEMBERS_CONTENT_DUTY	Campaign Member Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Campaign Members subject area.	CX Marketing	NA
OA4F_CX_CAMPAIGN_MEMBERS_DUTY	Campaign Members Analysis Duty	Object security role to control presentation catalog access to CX - Campaign Members subject area.	CX Marketing	CX - Campaign Members
OA4F_CX_CAMPAIGN_MEMBERS_OAC_CONTENT_DUTY	Campaign Member Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Campaign Member subject area	CX Marketing	NA
OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_CONTENT_DUTY	Campaign Opportunity Quote Line Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Campaign Opportunity Quote Line subject area.	CX Pricing	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_DUTY	Campaign Opportunity Quote Line Analysis Duty	Object security role to control presentation catalog access to CX - Campaign Opportunity Quote Line subject area	CX Pricing	CX - Campaign Opportunity Quote Line
OA4F_CX_CAMPAIGN_OPTY_QUOTE_LINE_ANALYSIS_OAC_CONTENT_DUTY	Campaign Opportunity Quote Line Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Campaign Opportunity Quote Line subject area	CX Pricing	NA
OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_CONTENT_DUTY	Campaign Opportunity Revenue Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Campaign Opportunity Revenue subject area.	CX Marketing CX Sales	NA
OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_DUTY	Campaign Opportunity Revenue Analysis Duty	Object security role to control presentation catalog access to CX - Campaign Opportunity Revenue subject area.	CX Marketing CX Sales	CX - Campaign Opportunity Revenue
OA4F_CX_CAMPAIGN_OPTY_REVENUE_ANALYSIS_OAC_CONTENT_DUTY	Campaign Opportunity Revenue Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Campaign Opportunity Revenue Analysis subject area.	CX Marketing CX Sales	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_CAMPAIGN_OPTY_REVN_CONTENT_DUTY	Campaign Opportunity Revenue Line Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Campaign Opportunity Revenue Line subject area.	CX Marketing CX Sales	NA
OA4F_CX_CAMPAIGN_OPTY_REVN_DUTY	Campaign Opportunity Revenue Line Analysis Duty	Object security role to control presentation catalog access to CX - Campaign Opportunity Revenue Line subject area.	CX Marketing CX Sales	CX - Campaign Opportunity Revenue Line
OA4F_CX_CAMPAIGN_OPTY_REVN_OAC_CONTENT_DUTY	Campaign Opportunity Revenue Line Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Campaign Opportunity Revenue Line subject area	CX Marketing CX Sales	NA
OA4F_CX_IC_ATTAINMENT_ANALYSIS_CONTENT_DUTY	IC Attainment Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - IC Attainment subject area.	CX Incentive Compensation	NA
OA4F_CX_IC_ATTAINMENT_ANALYSIS_DUTY	IC Attainment Analysis Duty	Object security role to control presentation catalog access to CX - IC Attainment subject area.	CX Incentive Compensation	CX - IC Attainments

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_IC_ATTAINMENT_ANALYSIS_OAC_CONTENT_DUTY	IC Attainment Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the CX - IC Attainment subject area.	CX Incentive Compensation	NA
OA4F_CX_IC_BALANCES_ANALYSIS_CONTENT_DUTY	IC Balances Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - IC Participant Balances subject area.	CX Incentive Compensation	NA
OA4F_CX_IC_BALANCES_ANALYSIS_DUTY	IC Balances Analysis Duty	Object security role to control presentation catalog access to CX - IC Participant Balances subject area.	CX Incentive Compensation	CX - IC Participant Balances
OA4F_CX_IC_BALANCES_ANALYSIS_OAC_CONTENT_DUTY	IC Balances Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the CX - IC Participant Balances subject area.	CX Incentive Compensation	NA
OA4F_CX_IC_CREDITS_ANALYSIS_CONTENT_DUTY	IC Credits Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - IC Credits subject area.	CX Incentive Compensation	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_IC_CREDITS_ANALYSIS_DUTY	IC Credits Analysis Duty	Object security role to control presentation catalog access to CX - IC Credits subject area.	CX Incentive Compensation	CX - IC Credits
OA4F_CX_IC_CREDITS_ANALYSIS_OAC_CONTENT_DUTY	IC Credits Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the CX - IC Credits subject area.	CX Incentive Compensation	NA
OA4F_CX_IC_EARNINGS_ANALYSIS_CONTENT_DUTY	IC Earnings Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - IC Earnings subject area.	CX Incentive Compensation	NA
OA4F_CX_IC_EARNINGS_ANALYSIS_DUTY	IC Earnings Analysis Duty	Object security role to control presentation catalog access to CX - IC Earnings subject area.	CX Incentive Compensation	CX - IC Earnings
OA4F_CX_IC_EARNINGS_ANALYSIS_OAC_CONTENT_DUTY	IC Earnings Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the CX - IC Earnings subject area.	CX Incentive Compensation	NA
OA4F_CX_IC_PAYMENTS_ANALYSIS_CONTENT_DUTY	IC Payments Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX IC Payments subject area.	CX Incentive Compensation	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_IC_PAYMENTS_ANALYSIS_DUTY	IC Payments Analysis Duty	Object security role to control presentation catalog access to CX IC Payments subject area.	CX Incentive Compensation	CX - IC Payments
OA4F_CX_IC_PAYMENTS_ANALYSIS_OAC_CONTENT_DUTY	IC Payments Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the CX IC Payments subject area.	CX Incentive Compensation	NA
OA4F_CX_IC_TRANSACTIONS_ANALYSIS_CONTENT_DUTY	IC Transactions Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - IC Transactions subject area.	CX Incentive Compensation	NA
OA4F_CX_IC_TRANSACTIONS_ANALYSIS_DUTY	IC Transactions Analysis Duty	Object security role to control presentation catalog access to CX - IC Transactions subject area.	CX Incentive Compensation	CX - IC Transactions
OA4F_CX_IC_TRANSACTIONS_ANALYSIS_OAC_CONTENT_DUTY	IC Transactions Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the CX - IC Transactions subject area.	CX Incentive Compensation	NA
OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_CONTENT_DUTY	IC Transactions History Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX IC Transaction Historical Changes subject area.	CX Incentive Compensation	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_DUTY	IC Transactions History Analysis Duty	Object security role to control presentation catalog access to CX IC Transaction Historical Changes subject area.	CX Incentive Compensation	CX - IC Transaction Historical Changes
OA4F_CX_IC_TRANSACTIONS_HISTORY_ANALYSIS_OAC_CONTENT_DUTY	IC Transactions History Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the CX IC Transaction Historical Changes subject area	CX Incentive Compensation	NA
OA4F_CX_LEADS_CONTENT_DUTY	Lead Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Leads subject area.	CX Sales	NA
OA4F_CX_LEADS_DUTY	Lead Analysis Duty	Object security role to control presentation catalog access to CX - Leads subject area.	CX Sales	CX - Leads
OA4F_CX_LEADS_OAC_CONTENT_DUTY	Lead Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Leads subject area	CX Sales	NA
OA4F_CX_OPTY_ANALYSIS_CONTENT_DUTY	Opportunity Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Opportunity subject area.	CX Sales	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_OPTY_ANALYSIS_DUTY	Opportunity Analysis Duty	Object security role to control presentation catalog access to CX - Opportunity subject area.	CX Sales	CX - Opportunity
OA4F_CX_OPTY_ANALYSIS_OAC_CONTENT_DUTY	Opportunity Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Opportunity subject area	CX Sales	NA
OA4F_CX_OPTY_PROG_ANALYSIS_CONTENT_DUTY	Opportunity Stage Progression Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Opportunity Stage Progression subject area.	CX Sales	NA
OA4F_CX_OPTY_PROG_ANALYSIS_DUTY	Opportunity Stage Progression Duty	Object security role to control presentation catalog access to CX - Opportunity Stage Progression subject area.	CX Sales	CX - Opportunity Stage Progression
OA4F_CX_OPTY_PROG_ANALYSIS_OAC_CONTENT_DUTY	Opportunity Stage Progression Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Opportunity Stage Progression subject area	CX Sales	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_OPTY_SNP_ANALYSIS_CONTENT_DUTY	Opportunity Snapshot Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Opportunity Snapshot subject area.	CX Sales	NA
OA4F_CX_OPTY_SNP_ANALYSIS_DUTY	Opportunity Snapshot Duty	Object security role to control presentation catalog access to CX - Opportunity Snapshot subject area.	CX Sales	CX - Opportunity Snapshot
OA4F_CX_OPTY_SNP_ANALYSIS_OAC_CONTENT_DUTY	Opportunity Snapshot OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Opportunity Snapshot subject area	CX Sales	NA
OA4F_CX_REVN_LINE_ANALYSIS_CONTENT_DUTY	Opportunity Revenue Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Opportunity Revenue Line subject area.	CX Sales	NA
OA4F_CX_REVN_LINE_ANALYSIS_DUTY	Opportunity Revenue Analysis Duty	Object security role to control presentation catalog access to CX - Opportunity Revenue Line subject area.	CX Sales	CX - Opportunity Revenue Line

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_REVN_LINE_ANALYSIS_OAC_CONTENT_DUTY	Opportunity Revenue Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Opportunity Revenue Line subject area	CX Sales	NA
OA4F_CX_REVN_LINE_SNP_ANALYSIS_CONTENT_DUTY	Opportunity Revenue Line Snapshot Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Opportunity Revenue Line Snapshot subject area.	CX Sales	NA
OA4F_CX_REVN_LINE_SNP_ANALYSIS_DUTY	Opportunity Revenue Line Snapshot Duty	Object security role to control presentation catalog access to CX - Opportunity Revenue Line Snapshot subject area.	CX Sales	CX - Opportunity Revenue Line Snapshot
OA4F_CX_REVN_LINE_SNP_ANALYSIS_OAC_CONTENT_DUTY	Opportunity Revenue Line Snapshot OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Opportunity Revenue Line Snapshot subject area	CX Sales	NA
OA4F_CX_SALES_ACTIVITY_CONTENT_DUTY	Sales Activity Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Activity subject area.	CX Sales	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_SALES_ACTIVITY_DUTY	Sales Activity Analysis Duty	Object security role to control presentation catalog access to CX - Activity subject area.	CX Sales	CX - Activity
OA4F_CX_SALES_ACTIVITY_OAC_CONTENT_DUTY	Sales Activity Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Activity subject area	CX Sales	NA
OA4F_CX_SALES_LEAD_ACTIVITY_CONTENT_DUTY	Lead Activity Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Lead Activity subject area.	CX Sales	NA
OA4F_CX_SALES_LEAD_ACTIVITY_DUTY	Lead Activity Analysis Duty	Object security role to control presentation catalog access to CX - Lead Activity subject area.	CX Sales	CX - Lead Activity
OA4F_CX_SALES_LEAD_ACTIVITY_OAC_CONTENT_DUTY	Lead Activity Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Lead Activity subject area	CX Sales	NA
OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_CONTENT_DUTY	Sales Opportunity Activity Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Opportunity Activity subject area.	CX Sales	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_DUTY	Sales Opportunity Activity Analysis Duty	Object security role to control presentation catalog access to CX - Opportunity Activity subject area.	CX Sales	CX - Opportunity Activity
OA4F_CX_SALES_OPPORTUNITY_ACTIVITY_OAC_CONTENT_DUTY	Sales Opportunity Activity Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Opportunity Activity subject area	CX Sales	NA
OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_CONTENT_DUTY	Opportunity Quote Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Opportunity Quote subject area.	CX Pricing CX Sales	NA
OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_DUTY	Opportunity Quote Analysis Duty	Object security role to control presentation catalog access to CX - Opportunity Quotes subject area.	CX Pricing CX Sales	CX - Opportunity Quote
OA4F_CX_SALES_OPTY_QUOTE_ANALYSIS_OAC_CONTENT_DUTY	Opportunity Quote Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Opportunity Quote subject area	CX Pricing CX Sales	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_CONTENT_DUTY	Opportunity Quote Line Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Opportunity Quote Line subject area.	CX Pricing CX Sales	NA
OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_DUTY	Opportunity Quote Line Analysis Duty	Object security role to control presentation catalog access to CX - Opportunity Quote Line subject area.	CX Pricing CX Sales	CX - Opportunity Quote Line
OA4F_CX_SALES_OPTY_QUOTE_LINE_ANALYSIS_OAC_CONTENT_DUTY	Opportunity Quote Line Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Opportunity Quote Line subject area	CX Pricing CX Sales	NA
OA4F_CX_SERVICE_REQUEST_ANALYSIS_CONTENT_DUTY	Service Request Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Service Request subject area.	CX Service	NA
OA4F_CX_SERVICE_REQUEST_ANALYSIS_DUTY	Service Request Analysis Duty	Object security role to control presentation catalog access to CX - Service Requests subject area	CX Service	CX - Service Request

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_SERVICE_REQUEST_ANALYSIS_OAC_CONTENT_DUTY	Service Request Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Service Request subject area	CX Service	NA
OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_CONTENT_DUTY	Service Request Lifecycle Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Service Request Lifecycle subject area.	CX Service	NA
OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_DUTY	Service Request Lifecycle Analysis Duty	Object security role to control presentation catalog access to CX - Service Request Lifecycle subject area	CX Service	CX - Service Request Lifecycle
OA4F_CX_SERVICE_REQUEST_LIFECYCLE_ANALYSIS_OAC_CONTENT_DUTY	Service Request Lifecycle Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Service Request Lifecycle subject area	CX Service	NA
OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_CONTENT_DUTY	Service Request Milestone Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Service Request Milestone subject area.	CX Service	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_DUTY	Service Request Milestone Analysis Duty	Object security role to control presentation catalog access to CX - Service Request Milestone subject area	CX Service	CX - Service Request Milestone
OA4F_CX_SERVICE_REQUEST_MILESTONE_ANALYSIS_OAC_CONTENT_DUTY	Service Request Milestone Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Service Request Milestone subject area	CX Service	NA
OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_CONTENT_DUTY	Service Work Order Content Analysis Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Service Work Order subject area.	CX Service	NA
OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_DUTY	Service Work Order Analysis Duty	Object security role to control presentation catalog access to CX - Service Work Order subject area	CX Service	CX - Service Work Order
OA4F_CX_SERVICE_WORK_ORDER_ANALYSIS_OAC_CONTENT_DUTY	Service Work Order OAC Content Analysis Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the CX - Service Work Order subject area	CX Service	NA
OA4F_CX_SUBCRIPTION_BILL_LINE_ANALYSIS_CONTENT_DUTY	Subscription Bill Line Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Subscription Bill Line subject area.	CX Subscription	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_SUBCRIPTION_BILL_LINE_ANALYSIS_DUTY	Subscription Bill Line Analysis Duty	Object security role to control presentation catalog access to CX - Subscription Bill Line subject area.	CX Subscription	CX - Subscription Bill Line
OA4F_CX_SUBCRIPTION_BILL_LINE_ANALYSIS_OAC_CONTENT_DUTY	Subscription Bill Line Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Subscription Bill Line subject area	CX Subscription	NA
OA4F_CX_SUBCRIPTION_HISTORICAL_TREND_ANALYSIS_CONTENT_DUTY	Subscription Historical Trend Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Subscription Historical Trend subject area.	CX Subscription	NA
OA4F_CX_SUBCRIPTION_HISTORICAL_TREND_ANALYSIS_DUTY	Subscription Historical Trend Analysis Duty	Object security role to control presentation catalog access to CX - Subscription Historical Trend subject area.	CX Subscription	CX - Subscription Historical Trend
OA4F_CX_SUBCRIPTION_HISTORICAL_TREND_ANALYSIS_OAC_CONTENT_DUTY	Subscription Historical Trend Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Subscription Historical Trend subject area	CX Subscription	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_CX_SUBCRIPTIONS_ANALYSIS_CONTENT_DUTY	Subscription Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the CX - Subscriptions subject area.	CX Subscription	NA
OA4F_CX_SUBCRIPTIONS_ANALYSIS_DUTY	Subscription Analysis Duty	Object security role to control presentation catalog access to CX - Subscriptions subject area.	CX Subscription	CX - Subscriptions
OA4F_CX_SUBCRIPTIONS_ANALYSIS_OAC_CONTENT_DUTY	Subscription Analysis OAC Content Duty	Object security role to control presentation catalog access to business metric Overview Dashboards built against the CX - Subscriptions subject area	CX Subscription	NA
OA4F_SF_ACTIVITY_ANALYSIS_CONTENT_DUTY	Salesforce Activity Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Activity subject area.	Salesforce CRM Analytics	NA
OA4F_SF_ACTIVITY_ANALYSIS_DUTY	Salesforce Activity Analysis Duty	Object security role to control presentation catalog access to SF - Activity subject area	Salesforce CRM Analytics	SF - Activity
OA4F_SF_ACTIVITY_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Activity Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Activity subject area.	Salesforce CRM Analytics	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_SF_CAMPAIGN_INFLUENCE_ANALYSIS_CONTENT_DUTY	Salesforce Campaign Influence Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Campaign Influence subject area.	Salesforce CRM Analytics	NA
OA4F_SF_CAMPAIGN_INFLUENCE_ANALYSIS_DUTY	Salesforce Campaign Influence Analysis Duty	Object security role to control presentation catalog access to SF - Campaign Influence subject area	Salesforce CRM Analytics	SF - Campaign Influence
OA4F_SF_CAMPAIGN_INFLUENCE_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Campaign Influence Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Campaign Influence subject area.	Salesforce CRM Analytics	NA
OA4F_SF_CAMPAIGN_MEMBER_ANALYSIS_CONTENT_DUTY	Salesforce Campaign Member Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Campaign Member subject area.	Salesforce CRM Analytics	NA
OA4F_SF_CAMPAIGN_MEMBER_ANALYSIS_DUTY	Salesforce Campaign Member Analysis Duty	Object security role to control presentation catalog access to SF - Campaign Member subject area	Salesforce CRM Analytics	SF - Campaign Members

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_SF_CAMPAIGN_MEMBER_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Campaign Member Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Campaign Member subject area.	Salesforce CRM Analytics	NA
OA4F_SF_CAMPAIGN_PRIMARY_INFLUENCE_ANALYSIS_CONTENT_DUTY	Salesforce Primary Campaign Influence Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Primary Campaign Influence subject area.	Salesforce CRM Analytics	NA
OA4F_SF_CAMPAIGN_PRIMARY_INFLUENCE_ANALYSIS_DUTY	Salesforce Primary Campaign Influence Analysis Duty	Object security role to control presentation catalog access to SF - Primary Campaign Influence subject area	Salesforce CRM Analytics	SF - Primary Campaign Influence
OA4F_SF_CAMPAIGN_PRIMARY_INFLUENCE_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Primary Campaign Influence Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Primary Campaign Influence subject area.	Salesforce CRM Analytics	NA
OA4F_SF_LEADS_ACTIVITY_ANALYSIS_CONTENT_DUTY	Salesforce Lead Activity Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Lead Activity subject area.	Salesforce CRM Analytics	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_SF_LEADS_ACTIVITY_ANALYSIS_DUTY	Salesforce Lead Activity Analysis Duty	Object security role to control presentation catalog access to SF - Lead Activity subject area	Salesforce CRM Analytics	SF - Lead Activity
OA4F_SF_LEADS_ACTIVITY_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Lead Activity Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Lead Activity subject area.	Salesforce CRM Analytics	NA
OA4F_SF_LEADS_ANALYSIS_CONTENT_DUTY	Salesforce Leads Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Leads subject area.	Salesforce CRM Analytics	NA
OA4F_SF_LEADS_ANALYSIS_DUTY	Salesforce Leads Analysis Duty	Object security role to control presentation catalog access to SF - Leads subject area	Salesforce CRM Analytics	SF - Leads
OA4F_SF_LEADS_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Leads Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Leads subject area.	Salesforce CRM Analytics	NA
OA4F_SF_OPPORTUNITY_ACTIVITY_ANALYSIS_CONTENT_DUTY	Salesforce Opportunity Activity Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Opportunity Activity subject area.	Salesforce CRM Analytics	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_SF_OPPORTUNITY_ACTIVITY_ANALYSIS_DUTY	Salesforce Opportunity Activity Analysis Duty	Object security role to control presentation catalog access to SF - Opportunity Activity subject area	Salesforce CRM Analytics	SF - Opportunity Activity
OA4F_SF_OPPORTUNITY_ACTIVITY_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Opportunity Activity Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Opportunity Activity subject area.	Salesforce CRM Analytics	NA
OA4F_SF_OPPORTUNITY_ANALYSIS_CONTENT_DUTY	Salesforce Opportunity Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Opportunity subject area.	Salesforce CRM Analytics	NA
OA4F_SF_OPPORTUNITY_ANALYSIS_DUTY	Salesforce Opportunity Analysis Duty	Object security role to control presentation catalog access to SF - Opportunity subject area.	Salesforce CRM Analytics	SF - Opportunity
OA4F_SF_OPPORTUNITY_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Opportunity Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Opportunity subject area.	Salesforce CRM Analytics	NA
OA4F_SF_OPPORTUNITY_HISTORICAL_TREND_ANALYSIS_CONTENT_DUTY	Salesforce Opportunity Historical Trend Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Opportunity Historical Trend subject area.	Salesforce CRM Analytics	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_SF_OPPORTUNITY_HISTORICAL_TREND_ANALYSIS_DUTY	Salesforce Opportunity Historical Trend Analysis Duty	Object security role to control presentation catalog access to SF - Opportunity Historical Trend subject area	Salesforce CRM Analytics	SF - Opportunity Historical Trend
OA4F_SF_OPPORTUNITY_HISTORICAL_TREND_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Opportunity Historical Trend Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Opportunity Historical Trend subject area.	Salesforce CRM Analytics	NA
OA4F_SF_OPPORTUNITY_LINE_ITEM_ANALYSIS_CONTENT_DUTY	Salesforce Opportunity Line Item Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Opportunity Line Item subject area.	Salesforce CRM Analytics	NA
OA4F_SF_OPPORTUNITY_LINE_ITEM_ANALYSIS_DUTY	Salesforce Opportunity Line Item Analysis Duty	Object security role to control presentation catalog access to SF - Opportunity Line Item subject area.	Salesforce CRM Analytics	SF - Opportunity Line Item
OA4F_SF_OPPORTUNITY_LINE_ITEM_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Opportunity Line Item Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Opportunity Line Item subject area.	Salesforce CRM Analytics	NA

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Duty Role Code	Duty Role Name	Duty Role Description	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_SF_OPPORTUNITY_STAGE_PROGRESSION_ANALYSIS_CONTENT_DUTY	Salesforce Opportunity Stage Progression Analysis Content Duty	Object security role to control presentation catalog access to visualization projects and business metrics built against the SF - Opportunity Stage Progression subject area.	Salesforce CRM Analytics	NA
OA4F_SF_OPPORTUNITY_STAGE_PROGRESSION_ANALYSIS_DUTY	Salesforce Opportunity Stage Progression Analysis Duty	Object security role to control presentation catalog access to SF - Opportunity Stage Progression subject area	Salesforce CRM Analytics	SF - Opportunity Stage Progression
OA4F_SF_OPPORTUNITY_STAGE_PROGRESSION_ANALYSIS_OAC_CONTENT_DUTY	Salesforce Opportunity Stage Progression Analysis OAC Content Duty	Object security role to control presentation catalog access to business metrics and Overview dashboards built against the SF - Opportunity Stage Progression subject area.	Salesforce CRM Analytics	NA

Common Duty Roles

The common duty roles are applicable across the analytics applications that are part of the application such as Oracle Fusion CX Analytics, Oracle Fusion HCM Analytics, and Oracle Fusion ERP Analytics.

Duty Role Code	Duty Role Name	Details	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_COMMON_DATA_ADMIN_ANALYSIS_DUTY	Data Warehouse Refresh and Usage Tracking Analysis Duty	Object security role to control access to Common - Warehouse Refresh Statistics subject area.	Common	Common - Warehouse Refresh Statistics
OA4F_COMMON_DATA_ADMIN_ANALYSIS_CONTENT_DUTY	Data Warehouse Refresh and Usage Tracking Analysis Content Duty	Object security role to control access to Warehouse Refresh Statistics and Data Validation workbooks.	Common	

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Duty Role Code	Duty Role Name	Details	Functional Area	Gets access to Subject Area Display Name OR Associated Role
OA4F_COMMON_USAGE_TRACKING_DUTY	Usage Tracking Analysis Duty	Object security role to control presentation catalog access to Common - Usage Tracking subject area.	Common	Common - Usage Tracking
OA4F_COMMON_USAGE_TRACKING_CONTENT_DUTY	Usage Tracking Analysis Content Duty	Object security role to control presentation catalog access to Usage Tracking workbook	Common	
OA4F_SECURITY_REPORTING_DUTY	Security Reporting Duty	Object security role to control access to Security Assignment and Security Audit History subject areas.	Common	Security Assignment Security Audit History
OA4F_SECURITY_REPORTING_CONTENT_DUTY	Security Reporting Analysis Content Duty	Object security role to control presentation catalog access to Security Audit workbook		
OA4F_STORAGE_USAGE_TRACKING_ANALYSIS_DUTY	Storage Usage Tracking Analysis Duty	Object security role to control access to the Tenant Metrics subject area	Common	
OA4F_STORAGE_USAGE_TRACKING_ANALYSIS_CONTENT_DUTY	Storage Usage Tracking Analysis Content Duty	Object security role to control presentation catalog access to Custom Data Usage workbook	Common	
OA4F_CONTENT_EXPLORER_ANALYSIS_DUTY	Content Explorer Analysis Duty	Object security role to control access to the Content Explorer subject areas	Common	
OA4F_CONTENT_EXPLORER_ANALYSIS_CONTENT_DUTY	Content Explorer Content Duty	Object security role to control presentation catalog access to the Content Explorer - Fusion Data Intelligence workbook	Common	

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Subject Area Metric Details

This section provides information about Oracle Fusion CX Analytics subject area metric details.

Topics

- CX - Activity
- CX - Campaign Activity Analysis
- CX - Campaign Activity Detail Analysis
- CX - Campaign Members
- CX - Campaign Opportunity Quote Line
- CX - Campaign Opportunity Revenue
- CX - Lead Activity
- CX - Leads
- CX - Opportunity
- CX - Opportunity Activity
- CX - Opportunity Quotes
- CX - Opportunity Quote Line
- CX - Opportunity Revenue Line
- CX - Opportunity Revenue Line Snapshot
- CX - Opportunity Snapshot
- CX - Opportunity Stage Progression
- CX - Service Request
- CX - Service Request Lifecycle
- CX - Service Request Milestone
- CX - Service Work Order
- CX - Subscription Bill Line
- CX - Subscription Historical Trend
- CX - Subscriptions
- SF - Activity
- SF - Campaign Influence
- SF - Campaign Members
- SF - Lead Activity
- SF - Leads
- SF - Opportunity
- SF - Opportunity Activity
- SF - Opportunity Historical Trend
- SF - Opportunity Line Item
- SF - Opportunity Stage Progression

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- SF - Primary Campaign Influence

CX - Activity

This table describes the Activity Metrics.

Metric	Metric Definition
# of Activities	The total Activities
# of Appointments	The total Appointments (Activity function = Appointments)
# of Call Reports	The total Call Reports (Activity function = Call Reports)
# of Completed Activities	The total Completed Activities (Status = Complete)
# of Expired Activities	The total Expired Activities (Status not equal to Complete/ Cancelled & Current Date > Activity Due Date)
# of Open Activities	The total Open Activities (Status not equal to Complete/ Cancelled)
# of Tasks	The total Tasks (Activity function = Task)
Average Activity Duration For Completed Activities	Average time to Complete the Activity
Average Number of Activities Per Team Member	Average number of Activity per Team Member. This metric is compurted as follows: # of Activities/# of Resources

CX - Campaign Activity Analysis

This table describes the Marketing (Eloqua) Campaign Activity Analysis metrics.

Metric	Metric Definition
# of Bouncebacks	The total Emails that returned a Bounceback (hard or soft)
# of Email Clickthroughs	The total Email Clickthroughs. This includes multiple clicks by the same recipient
# of Email Opens	The total opens by email recipients (original recipients or email forwards). An open is counted every time the email is opened.
# of Emails Delivered	The total Emails Delivered. This metric is computed as follow: (# of Email Sent - # of Email Bounceback)
# of Emails Sent	The total Emails Sent
# of Existing Visitor Clickthroughs	Total Email Clickthroughs by returning visitors. A returning visitor has an existing Oracle Eloqua cookie. The cookie is unique to the browser and device.
# of Form Submissions	The total Form submissions. This includes multiple submissions by the same contact
# of Hard Bouncebacks	The total Emails that returned a Hard Bounceback. A hard bounce back is an Email that permanently couldn't be delivered.
# of Landing Page Views	The number of times the landing page was viewed. If a visitor visits the page multiple times, all those views are counted.
# of New Contacts	The total new Contacts. A contact is considered new if the contact record was created as a result of a campaign response. Your organization defines what a response is and the priority of the response using response rules.

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Metric	Metric Definition
# of New Leads	The total new leads generated by the campaign. A lead is generated if a contact is newly acquired and responds to the campaign. Contacts are considered leads only once, so contacts are considered new leads only the first time they respond to a campaign. For subsequent responses, the contact is considered an existing lead. Your organization defines what a response is and the priority of the response using response rules.
# of New Visitor Clickthroughs	Total email clickthroughs by new visitors. An new visitor does not have an Oracle Eloqua cookie. The cookie is unique to the browser and device.
# of Page Views	The number of times that a page was viewed. A visitor might view the page multiple times during a visit and this metric counts each of those views. One page view is counted every time the page is loaded.
# of Possible Forwarders	The total original recipients that forwarded the email atleast once
# of Responses	The total response activity for the campaign. Your organization defines what a response is and the priority of the response using response rules. Although a campaign member might respond in many ways to a campaign (for example, clicking through an email or submitting a form), Oracle Eloqua records only the response deemed by your organization as the highest priority response. For example, a form submit at your organization might be considered a higher priority response than an email click-through. So, even if a contact performed both of these responses, Oracle Eloqua records the form submit as a response to the campaign. Responses are captured for a campaign only after the campaign's reporting start date.
# of Soft Bouncebacks	The total Emails that returned a Soft Bounceback. A soft bounce back is an Email that temporarily couldn't be delivered.
# of Spam Unsubscribers by Email	The total Email recipients that marked the email as Spam
# of Unsubscribes by Email	The total Email recipients that Unsubscribed. (Globally or Spam Unsubscribed)
# of Visitors	The unique visitors to a web page. A visitor is identified by the unique visitor identifier that is part of the Oracle Eloqua cookie. The cookie is unique to the browser and device.
Average Landing Page Time	The average amount of time spent on a Landing page. This metric is computed as follows: (Landing Page Time / Landing Page Views)
Average Responses	The average number of campaign responses (Total Response / Campaign Count)
Bounceback Rates	The Email Bounceback rate. This metric is computed as follows: (Total Soft and Hard bouncebacks / Total Emails sent) * 100
Clickthrough Rate (CTR)	The Clickthrough Rate. This metric is computed as follows: (Total Clickthroughs / Total Emails Delivered) * 100
Delivered Rate	The email Delivered Rate. This metric is computed as follows: (Total Emails delivered / Total Emails sent) * 100
Hard Bounceback Rate	The Hard Bounceback rate. This metric is computed as follows: (Total Hard bouncebacks / Total Emails sent) * 100
Landing Page Time	The total amount of time visitors spent on a Landing Page in seconds

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Metric	Metric Definition
Open Rate	The Email Open Rate. This metric is computed as follows: (Total Emails Opened / Total Emails Delivered) * 100
Possible Forward Rate	The Possible Forward Rate. This metric is computed as follows: (Total Possible Forwarders / Total Emails Delivered) * 100
Soft Bounceback Rate	The Soft Bounceback rate. This metric is computed as follows: (Total Soft bouncebacks/Total Emails sent) * 100
Unsubscribed Rate	The Unsubscribe Rate. This metric is computed as follows: (Total Unsubscribes / Total Emails Delivered) * 100
# of Outbound Activities	The amount of Outbound Activity. Outbound activities include emails sent, emails delivered, and surveys sent. This counts all of the activity including multiple activities by the same campaign member. An outbound activity can be generated by a contact that was initially targeted by the campaign or by a contact that performed an outbound activity (for example, via a forwarded email).
# of Inbound Activities	The amount of Inbound Activity. Inbound activities include email opens, clickthroughs, form submissions, and so on. This counts all of the activity including multiple activities by the same campaign member. An inbound activity can be generated by a contact that was initially targeted by the campaign or by a contact that performed an inbound activity (for example, via a forwarded email).
# of Marketing Activities	Total number of activities (total outbound+inbound)
# of Campaign Members	The total contacts that entered campaigns included in the analysis. Campaign members could be contacts that were initially targeted by the campaign, or contacts that performed an inbound activity (for example, a contact that clicked through an email that was forwarded to them).
# of Campaigns	The total Campaigns included in the Analysis
# of External Activities	The activity that occurred outside of Oracle Eloqua. For example, attending a trade show, or interacting with an app such as WeChat. Your organization defines external activities.
Inbound Activity Rate	The total inbound activities divided by the total Campaign member (Total Inbound Activities/Campaign Members)*100
Response Rate	The total campaign responses divided by the total campaign member (Total Responses/Campaign Members)*100
Cost/Inbound Activity	The total Campaign Cost per Inbound Activity. This metric is calculated as follows: Campaign Actual Cost/'# of Inbound Activities
Cost/New Lead	The total Campaign Cost per New Lead. This metric is calculated as follows: Campaign Actual Cost/'# of New Leads
Cost/Response	The total Campaign Cost per Response. This metric is calculated as follows: Campaign Actual Cost/'# of Response
Average Responses	The average number of campaign responses (Total Response/Campaign Count)
Click to Open Rate	The Click to Open Rate. It is the unique clickthroughs by the original recipient divided by the unique opens by the original recipient. This metric ignores possible forwards. This metric is computed as follows: (Unique Clickthroughs/Unique Opens) * 100

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Metric	Metric Definition
Form Conversion Rate from Email	The total Form Submissions that can be attributed back to the Email Sent is divided by the total Email Delivered. This metric is computed as follows: (Total Form Submissions from Emails Sent/Total Emails Delivered)

CX - Campaign Activity Detail Analysis

This table describes the Marketing (Eloqua) Campaign Activity Detail Analysis metrics for the associated Contacts, Accounts, and Assets.

Metric	Metric Definition
#Average Landing Page Time	The average amount of time spent on a Landing page.
#Landing Page Time	The amount of time a visitor spent on a page in seconds.This metric is directly available from the Eloqua endpoint.
# of Email Auto Click	The total Email clickthrough detected as being auto-generated by scanning or privacy tools. These clickthroughs aren't included in Total clickthroughs or any associated click rates.
# of Email Auto Open	The total Email opens are detected as being auto-generated by scanning or privacy tools. These opens aren't included in Total Opens or any associated open rates.
# of Email Bounceback	The total Emails that returned a Bounceback (hard or soft)
# of Email Clickthroughs	The total Email Clickthroughs. This includes multiple clicks by the same recipient.
# of Email Opens	The total opens by email recipients (original recipients or email forwards). An open is counted every time the email is opened.
# of Emails Delivered	The total Emails Delivered. This metric is computed as follows: (# of Email Sent - # of Email Bounceback)
# of Email Sent	The total Emails Sent
# of Email Unsubscribes	The total Email recipients that Unsubscribed. (Globally or Spam Unsubscribed)
# of External Activities	The activity that occurred outside of Oracle Eloqua. For example, attending a trade show, or interacting with an app such as WeChat. Your organization defines external activities.
# of Form Submissions	The total Form submissions. This includes multiple submissions by the same contact.
# of Hard Email Bounceback	The total Emails that returned a Hard Bounceback. A hard bounce back is an Email that permanently couldn't be delivered.
# of Landing Page Views	The number of times that a page was viewed. A visitor might view the page multiple times during a visit and this metric counts each of those views. One page view is counted every time the page is loaded.
# of Soft Email Bounceback	The total Emails that returned a Soft Bounceback. A soft bounce back is an Email that temporarily couldn't be delivered.
# of Spam Unsubscribes by Email	The total Email recipients that marked the email as Spam.
# of Unique Email Clickthroughs	The total Unique Email Clickthroughs. This includes one click per recipient.

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Metric	Metric Definition
# of Unique Opens	The Unique Email Opens. One open is counted against each recipient that opens the email.
Bounceback Rates	The Email Bounceback rate. This metric is computed as follows: (Total Soft and Hard bouncebacks/Total Emails sent)*100
Campaign Actual Cost	The Actual Cost of the Campaign
Campaign Budgeted Cost	The Budgeted Cost of the Campaign
Clickthrough Rate	The Email clickthrough Rate. This metric is computed as follows: (Total Clickthroughs / Total Delivered) * 100.
Delivered Rate	The email Delivered Rate. This metric is computed as follows: (Total Emails delivered/Total Emails sent)*100
Hard Bounceback Rate	The Hard Bounceback rate. This metric is computed as follows: (Total Hard bouncebacks/Total Emails sent)*100
Open Rate	The Email Open Rate. This metric is computed as follows: (Total Emails Opened/Total Emails Delivered)*100
Soft Bounceback Rate	The Soft Bounceback rate. This metric is computed as follows: (Total Soft bouncebacks/Total Emails sent)*100
Unique Clickthrough Rate	The Email unique clickthrough Rate. This metric is computed as follows: (Unique Clickthroughs / Total Delivered) * 100 Note: This metric calculation ignores possible forwards.
Unique Open Rate	The Unique Email Open Rate. This metric is computed as follows: (Total Unique Email Opened/Total Emails Delivered)*100
Unsubscribed Rate	The Email Unsubscribed Rate. This metric is computed as follows: (Total Unsubscribes / Total Delivered) * 100.

CX - Campaign Members

This table describes the Campaign Members metrics.

These metrics are used in the Analytics Currency (AC) and Document Currency (DC) fact folder in the subject area. Document Currency is the currency used while entering the data. Analytics Currency is the currency defined in the application. Analytics Currency and Exchange Rate Type are configured during product implementation. The Exchange Rate date basis uses the Campaign Creation Date to convert to analytics currency. Metrics in these folders show amounts in their respective currencies.

Metric	Metric Definition
# of Active CX Campaigns	The total Active CX Campaigns
# of Contacts	The total Contacts associated to CX Campaigns
# of CX Campaign Members	The total CX Campaign Members
# of CX Campaign Owners	The total CX Campaign Owners
# of CX Campaigns	The total CX Campaigns
# of Leads	The total Leads associated to CX Campaigns
# of Responses	The total CX Campaign Responses
Actual Cost	The Actual Cost of the CX Campaign
Budgeted Cost	The Budgeted Cost of the CX Campaign

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CX - Campaign Opportunity Quote Line

This table describes the CX - Campaign Opportunity Quote Line metrics.

Metric	Metric Definition
# of Quote Lines	The total Quote Lines from Quotes
# of Lines for Active Quotes	The total Quote Lines from Active Quotes
# of Won Lines for Active Quotes	The total Won Quote Lines from Active Quotes
# of Lost Lines for Active Quotes	The total Lost Quote Lines from Active Quotes
# of In-Progress Lines for Active Quotes	The total In-Progress Quote Lines from Active Quotes
# of Closed Lines for Active Quotes	The total Closed (Won+Lost) Quote Lines from Active Quotes
Line Win Rate for Active Quotes	The Quote Line Win Rate (# of Won Lines for Active Quotes) /(# of Closed Lines for Active Quotes) *100
Line Loss Rate for Active Quotes	The Quote Line Loss Rate (# of Lost Lines for Active Quotes) / (# of Closed Lines for Active Quotes) *100
Line Conversion Rate for Active Quotes	The Quote Line Conversion Rate (# of Won Lines for Active Quotes / # of Lines for Active Quotes *100)
Average Quote Line Discount	The Average Quote Line Discount
Average Quote Line Cycle Time	The average cycle time for quote lines
Average Length of Contract for Active Quote Lines	The average contract duration for active quote lines
Raw Quote Line Contract Value	Total Contract Value of Quote Lines
Raw Quote Line Recurring Revenue	Total Recurring Revenue amount of Quote Lines
Raw Quote Line Non-Recurring Revenue	Total Non Recurring Revenue amount of Quote Lines
Raw Quote Line Usage Revenue	Total Usage Revenue amount of Quote Lines
Average Contract Line Value for Active Quotes	The average contract value for active quote lines
Average Recurring Line Revenue for Active Quotes	The Average Recurring Revenue (Total Recurring Revenue Amount / # of Quote Lines)
Average Non-Recurring Line Revenue for Active Quotes	The Average Non-Recurring Revenue (Total Non-Recurring Revenue Amount / # of Quote Lines)
Average Usage Line Revenue for Active Quotes	The Average Usage Revenue Amount (Total Usage REvenue/ # of Quote Lines)
CX Campaign Cost Per Quote Line	The total CX Campaign Cost Per Quote line. This metric is calculated as follows: Total CX Campaign Cost/# of Quote lines.
CX Campaign Cost Per Won Quote Line	The total CX Campaign Cost Per Won Quote Line. This metric is calculated as follows: Total CX Campaign Cost/# of Won Quote lines.
Quote Line Contract Value (Linear Attribution)	The total Quote line contract value attributable to the CX Campaign based on the Linear attribution model
Quote Line Recurring Revenue (Linear Attribution)	The total Quote Line Recurring Revenue (for quotes linked to opportunities associated with CX Campaigns) based on Linear attribution model
Quote Line Non-Recurring Revenue (Linear Attribution)	The total Quote Line Non - Recurring Revenue (for quotes linked to opportunities associated with CX Campaigns) based on Linear attribution model
Quote Line Usage Revenue (Linear Attribution)	The total Quote Line Usage Revenue (for quotes linked to opportunities associated with CX Campaigns) based on Linear attribution model
Average Quote Line Contract Value (Linear Attribution)	The Average Contract Value (Total Contract Value / # of Quote Lines) based on Linear attribution

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Metric	Metric Definition
CX Campaign Cost Per Attributed Quote Line Value (Linear Attribution)	The total CX Campaign Cost Per Quote valuebased on the Linear attribution model. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Quote value (Linear Attribution)
Quote Line Contract Value (First Touch Attribution)	The total Quote line contract value attributable to the CX Campaign based on the First Touch attribution model
Quote Line Recurring Revenue (First Touch Attribution)	The total Quote Line Recurring Revenue (for quotes linked to opportunities associated with CX Campaigns) based on First Touch attribution model
Quote Line Non-Recurring Revenue (First Touch Attribution)	The total Quote Line Non - Recurring Revenue (for quotes linked to opportunities associated with CX Campaigns) based on First Touch attribution model
Quote Line Usage Revenue (First Touch Attribution)	The total Quote Line Usage Revenue (for quotes linked to opportunities associated with CX Campaigns) based on First Touch attribution model
Average Quote Line Contract Value (First Touch Attribution)	The Average Contract Value (Total Contract Value / # of Quote Lines) based on First touch attribution
CX Campaign Cost Per Attributed Quote Line Value (First Touch Attribution)	The total CX Campaign Cost Per Quote valuebased on the First Touch attribution model. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Quote value (First Touch Attribution)
Quote Line Contract Value (Last Touch Attribution)	The total Quote line contract value attributable to the CX Campaign based on the Last Touch attribution model
Quote Line Recurring Revenue (Last Touch Attribution)	The total Quote Line Recurring Revenue (for quotes linked to opportunities associated with CX Campaigns) based on Last Touch attribution model
Quote Line Non-Recurring Revenue (Last Touch Attribution)	The total Quote Line Non - Recurring Revenue (for quotes linked to opportunities associated with CX Campaigns) based on Last Touch attribution model
Quote Line Usage Revenue (Last Touch Attribution)	The total Quote Line Usage Revenue (for quotes linked to opportunities associated with CX Campaigns) based on Last Touch attribution model
Average Quote Line Contract Value (Last Touch Attribution)	The Average Contract Value (Total Contract Value / # of Quote Lines) based on Last touch attribution
CX Campaign Cost Per Attributed Quote Line Value (Last Touch Attribution)	The total CX Campaign Cost Per Quote valuebased on the Last Touch attribution model. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Quote value (Last Touch Attribution)
Quote Line Contract Value (U-Shaped Attribution)	The total Quote line contract value attributable to the CX Campaign based on the U-shaped attribution model
Quote Line Recurring Revenue (U-Shaped Attribution)	The total Quote Line Recurring Revenue (for quotes linked to opportunities associated with CX Campaigns) based on U-shaped attribution model
Quote Line Non-Recurring Revenue (U-Shaped Attribution)	The total Quote Line Non - Recurring Revenue (for quotes linked to opportunities associated with CX Campaigns) based on U-shaped attribution model
Quote Line Usage Revenue (U-Shaped Attribution)	The total Quote Line Usage Revenue (for quotes linked to opportunities associated with CX Campaigns) based on U-sshaped attribution model
Average Quote Line Contract Value (U-Shaped Attribution)	The Average Contract Value (Total Contract Value / # of Quote Lines) based on U-shaped attribution

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Metric	Metric Definition
CX Campaign Cost Per Attributed Quote Line Value (U-Shaped Attribution)	The total CX Campaign Cost Per Quote valuebased on the U-shaped attribution model. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Quote value (U-shaped Attribution)

CX - Campaign Opportunity Revenue

This table describes the Campaign Opportunity Revenue metrics.

These metrics are used in the Document Currency (DC), CX Currency (CC), and Analytics Currency (AC) fact folders in the subject area. Document Currency is the currency used while entering the data in the application. CX Currency is the currency defined in Oracle CRM. Analytics Currency is the currency defined in Fusion CX Anaytics. Analytics Currency and Exchange Rate Type are configured during product implementation. Exchange Rate date basis uses the Opportunity Expected Close Date to convert to analytics currency. Metrics in these folders show amounts in their respective currencies.

Metric	Metric Definition
# of CX Campaigns	The total CX Campaigns
# of CX Campaign Owners	The total CX Campaign Owners
# CX Campaign Targeted Accounts	The total Accounts associated to CX Campaigns (targeted by CX Campaigns)
CX Campaign Budgeted Cost	The Budgeted Cost of the CX Campaign
CX Campaign Actual Cost	The Actual Cost of the CX Campaign
# of Opportunity Revenue Lines	The total Opportunity Revenue Lines associated to CX Campaigns
# of Open Opportunity Revenue Lines	The total Open Opportunity Revenue Lines associated to CX Campaigns
# of Won Opportunity Revenue Lines	The total Won Opportunity Revenue Lines associated to CX Campaigns
# of Lost Opportunity Revenue Lines	The total lost Opportunity Revenue Lines associated to CX Campaigns
# of No Sale Opportunity Revenue Lines	The total No Sale Opportunity Revenue Lines associated to CX Campaigns
# of Opportunities with Revenue Lines	The total Opportunities with Revenue Lines
Revenue Line Loss Rate	The CX Campaign Opportunity Revenue Line Won Rate. This metric is computed as follows: 100 * # of Won Revenue Lines/# of Won+Lost Revenue Lines
Revenue Line Won Rate	The CX Campaign Opportunity Revenue Line Loss Rate. This metric is computed as follows: 100 * # of Lost Revenue Lines/# of Won+Lost Revenue Lines
CX Campaign Actual Vs Budgeted Cost (%)	The ratio of CX Campaign Actual and Budgeted cost. This metric is computed as follows: CX Campaign Actual Cost/CX Campaign Budgeted Cost
Average Won Opportunity Line Revenue	The average Won Opportunity Line Revenue. This metric is computed as follows: Won Opportunity Line Revenue/# of Won Opportunity Revenue Lines
CX Campaign Cost Per Opportunity Revenue Line	The total CX Campaign Cost Per Opportunity Revenue Line. This metric is calculated as follows: Total CX Campaign Cost/# of Opportunity Revenue Lines.

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Metric	Metric Definition
CX Campaign Cost Per Won Opportunity Revenue Line	The total CX Campaign Cost Per Won Opportunity Revenue Line. This metric is calculated as follows: Total CX Campaign Cost/# of Won Opportunity Revenue Lines.
Raw Opportunity Line Revenue	The total Opportunity Line Revenue (for Opportunities associated to CX Campaigns). Note that for Opportunities having multiple CX Campaigns, this value would be repeated.
Open Opportunity Line Revenue (Linear Attribution)	The total Open Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the Linear attribution model.
Won Opportunity Line Revenue (Linear Attribution)	The total Won Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the Linear attribution model.
Lost Opportunity Line Revenue (Linear Attribution)	The total Lost Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the Linear attribution model.
No Sales Opportunity Line Revenue (Linear Attribution)	The total No Sale Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the Linear attribution model.
Average Won Opportunity Line Revenue (Linear Attribution)	The average Won Opportunity Line Revenue. This metric is computed as follows: Won Opportunity Line Revenue (Linear Attribution)/# of Won Opportunity Revenue Lines
CX Campaign Attributed Pipeline Revenue (Linear Attribution)	The total Pipeline revenue attributable to the CX Campaign based on the Linear attribution model (Revenue divided equally amongst all the CX Campaigns associated to the Opportunity)
CX Campaign ROI (Linear Attribution)	The ROI of the CX Campaign based on the Linear attribution model. This metric is calculated as follows: (CX Campaign Attributed Pipeline Revenue (Linear Attribution)- Actual Cost) / Actual Cost
CX Campaign Cost Per Attributed Revenue (Linear Attribution)	The total CX Campaign Cost Per Opportunity Attributed Revenue based on the Linear attribution model. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Pipeline Revenue (Linear Attribution)
CX Campaign Cost Per Won Line Revenue (Linear Attribution)	The total CX Campaign Cost Per Opportunity Attributed Revenue based on the Linear attribution model. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Pipeline Revenue for Won Revenue Line (Linear Attribution)
Open Opportunity Line Revenue (First Touch Attribution)	The total Open Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the First Touch attribution model.
Won Opportunity Line Revenue (First Touch Attribution)	The total Won Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the First Touch attribution model.
Lost Opportunity Line Revenue (First Touch Attribution)	The total Lost Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the First Touch attribution model.
No Sales Opportunity Line Revenue (First Touch Attribution)	The total No Sale Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the First Touch attribution model.
Average Won Opportunity Line Revenue (First Touch Attribution)	The average Won Opportunity Line Revenue. This metric is computed as follows: Won Opportunity Line Revenue (First Touch Attribution)/# of Won Opportunity Revenue Lines

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Metric	Metric Definition
CX Campaign Attributed Pipeline Revenue (First Touch Attribution)	The total Pipeline revenue attributable to the CX Campaign based on the First touch attribution model (Revenue divided equally amongst all the CX Campaigns associated to the Opportunity)
CX Campaign ROI (First Touch Attribution)	The ROI of the CX Campaign based on the First touch attribution model. This metric is calculated as follows: (CX Campaign Attributed Pipeline Revenue (First touch Attribution)- Actual Cost) / Actual Cost
CX Campaign Cost Per Attributed Revenue (First Touch Attribution)	The total CX Campaign Cost Per Opportunity Attributed Revenue based on the First touch attribution model. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Pipeline Revenue (First touch Attribution)
CX Campaign Cost Per Won Line Revenue (First Touch Attribution)	The total CX Campaign Cost Per Opportunity Attributed Revenue based on the First touch attribution model. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Pipeline Revenue for Won Revenue Line (First touch Attribution)
Open Opportunity Line Revenue (Last Touch Attribution)	The total Open Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the Last Touch attribution model.
Won Opportunity Line Revenue (Last Touch Attribution)	The total Won Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the Last Touch attribution model.
Lost Opportunity Line Revenue (Last Touch Attribution)	The total Lost Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the Last Touch attribution model.
No Sales Opportunity Line Revenue (Last Touch Attribution)	The total No Sale Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the Last Touch attribution model.
Average Won Opportunity Line Revenue (Last Touch Attribution)	The average Won Opportunity Line Revenue. This metric is computed as follows: Won Opportunity Line Revenue (Last Touch Attribution)/# of Won Opportunity Revenue Lines
CX Campaign Attributed Pipeline Revenue (Last Touch Attribution)	The total Pipeline revenue attributable to the CX Campaign based on the Last touch attribution model (Revenue divided equally amongst all the CX Campaigns associated to the Opportunity)
CX Campaign ROI (Last Touch Attribution)	The ROI of the CX Campaign based on the Last touch attribution model. This metric is calculated as follows: (CX Campaign Attributed Pipeline Revenue (Last touch Attribution)- Actual Cost) / Actual Cost
CX Campaign Cost Per Attributed Revenue (Last Touch Attribution)	The total CX Campaign Cost Per Opportunity Attributed Revenue based on the Last touch attribution model. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Pipeline Revenue (Last touch Attribution)
CX Campaign Cost Per Won Line Revenue (Last Touch Attribution)	The total CX Campaign Cost Per Opportunity Attributed Revenue based on the Last touch attribution model. This metric is calculated as follows: Total CX Campaign Cost/ Campaign Attributed Pipeline Revenue for Won Revenue Line (Last touch Attribution)
Open Opportunity Line Revenue (U-Shaped Attribution)	The total Open Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the U-Shaped attribution model.

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Metric	Metric Definition
Won Opportunity Line Revenue (U-Shaped Attribution)	The total Won Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the U-Shaped attribution model.
Lost Opportunity Line Revenue (U-Shaped Attribution)	The total Lost Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the U-Shaped attribution model.
No Sales Opportunity Line Revenue (U-Shaped Attribution)	The total No Sale Opportunity Line Revenue (for Opportunities associated to CX Campaigns) based on the U-Shaped attribution model.
Average Won Opportunity Line Revenue (U-Shaped Attribution)	The average Won Opportunity Line Revenue. This metric is computed as follows: Won Opportunity Line Revenue (U-Shaped Attribution)/# of Won Opportunity Revenue Lines
CX Campaign Attributed Pipeline Revenue (U-Shaped Attribution)	The total Pipeline revenue attributable to the campaign based on the U-Shaped attribution model (Revenue divided equally amongst all the CX Campaigns associated to the Opportunity)
CX Campaign ROI (U-Shaped Attribution)	The ROI of the CX Campaign based on the U-Shaped attribution model. This metric is calculated as follows: (CX Campaign Attributed Pipeline Revenue (U-Shaped attribution)- Actual Cost) / Actual Cost
CX Campaign Cost Per Attributed Revenue (U-Shaped Attribution)	The total CX Campaign Cost Per Opportunity Attributed Revenue based on the U-Shaped attribution. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Pipeline Revenue (U-Shaped attribution)
CX Campaign Cost Per Won Line Revenue (U-Shaped Attribution)	The total CX Campaign Cost Per Opportunity Attributed Revenue based on the U-Shaped attribution model. This metric is calculated as follows: Total CX Campaign Cost/CX Campaign Attributed Pipeline Revenue for Won Revenue Line (U-Shaped attribution)

CX - Lead Activity

This table describes the Lead Activity Metrics.

Metric	Metric Definition
# of Completed Lead Activities	The total Completed Activities associated to Leads (Activity Status = Complete)
# of Expired Lead Activities	The total Expired Activities associated to Leads (Activity Status not equal to Complete/Cancelled & Current Date > Activity Due Date)
# of Lead Activities	The total Activities associated to Leads
# of Lead Activities for Highly Ranked Leads	The total Activities for highly ranked Leads (Lead Rank = Hot)
# of Lead Appointments	The total Appointments associated to Leads (Activity function = Appointments)
# of Lead Call Reports	The total Call Reports associated to Leads (Activity function = Call Reports)
# of Lead Tasks	The total Tasks associated to Leads (Activity function = Task)
# of Open Lead Activities	The total Open Activities associated to Leads (Activity Status not equal to Complete/Cancelled)

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Metric	Metric Definition
Activity Rate - Converted Leads	The rate of Activities for Converted Leads. This metric is computed as follows: 100 * # of Activities for Converted Leads/# of Converted Leads
Activity Rate - Qualified Leads	The rate of Activities for Qualified Leads. This metric is computed as follows: 100 * # of Activities for Qualified Leads/# of Qualified Leads
Activity Rate - Rejected Leads	The rate of Activities for Rejected Leads. This metric is computed as follows:100 * # of Activities for Rejected Leads/# of Rejected Leads
Activity Rate - Retired Leads	The rate of Activities for Retired Leads. This metric is computed as follows: 100 * # of Activities for Retired Leads/# of Retired Leads
Activity Rate - Unaccepted Leads	The rate of Activities for Unaccepted Leads. This metric is computed as follows: 100 * # of Activities for Unaccepted Leads/# of Unaccepted Leads
Activity Rate - Unassigned Leads	The rate of Activities for Unassigned Leads. This metric is computed as follows: 100 * # of Activities for Unassigned Leads/# of Unassigned Leads
Activity Rate - Unconverted Leads	The rate of Activities for Unconverted Leads. This metric is computed as follows: 100 * # of Activities for Unconverted Leads/# of Unconverted Leads
Average Activity Duration For Completed Activities	The average time taken to complete an activity. This metric is computed as follows: Activity duration for completed activity/# of Completed Activities
Average Number of Lead Activities Per Team Member	The average number of Lead Activities per Team member.
Lead Activity Rate	The rate of Activities for Leads. This metric is computed as follows: 100 * # of Lead Activities/# of Leads
Lead First Response Time	The time to respond to an assigned Lead. This metric is computed as follows: Date of first Lead Activity - Lead assigned date
Lead Idle Days	The days since the last Lead Activity. This metric is computed as follows: Current Date - Last Lead Activity Date

CX - Leads

This table describes the Lead metrics.

These metrics are used in the Document Currency (DC), CX Currency (CC), and Analytics Currency (AC) fact folders in this subject area. Document Currency is the currency used while entering the data in the application. CX Currency is the currency defined in Oracle CRM. Analytics Currency is the currency defined in the application. Analytics Currency and Exchange Rate Type are configured during product implementation. The Exchange Rate date basis uses the Lead Creation Date to convert to the analytics currency. Metrics in these folders show amounts in their respective currencies.

Metric	Metric Definition
# of Accepted Leads	The total Accepted Leads (Accepted Flag = Y)
# of Accounts Leads Converted	The total Converted Leads from Account(Lead Status = Converted, Sales Account Type = Customer)
# of Assigned Leads	The total assigned leads (Assignment status = Assigned)
# of Contacts with Leads	The total Contacts with Leads

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Metric	Metric Definition
# of highly Ranked Qualified Leads	The total Qualified Hot Leads (Lead Status = Qualified, Rank Name = Hot)
# of Leads	The total number of Leads
# of Leads Converted	The total Converted Leads (Lead Status = Converted)
# of Leads from Account	The total leads from Account (Sales Account Type = Customer)
# of Leads from Prospect Account	The total leads from Prospect (Sales Account Type = Prospect)
# of Leads Generated from Marketing Source	The total Leads generated from Marketing Source (Lead Source = Marketing)
# of Leads Generated from Non Marketing Source	The total Leads generated from Non- marketing Source (Lead Source not equal to Marketing)
# of Low Ranked Qualified Leads	The total Qualified Cool Leads (Lead Status = Qualified, Rank Name = Cool)
# of Medium Ranked Qualified Leads	The total Qualified Warm Leads (Lead Status = Qualified, Rank Name = Warm)
# of Partner Assigned Leads	The total leads assigned to a Partner
# of Prospect Leads Converted	The total Converted Leads from Prospect(Lead Status = Converted, Sales Account Type = Prospect)
# of Qualified Expired Leads	The total Qualified Expired Leads (Lead Status = Qualified, Current Date > Lead Expiry Date)
# of Qualified Leads	The total Qualified Leads (Lead Status = Qualified)
# of Rejected Leads	The total Rejected Leads (Assignment Status = Rejected)
# of Retired Leads	The total Retired Leads (Lead Status = Retired)
# of Sales Accounts with Leads	The total Accounts with Leads
# of Unaccepted Leads	The total Unaccepted Leads (Accepted Flag = N)
# of Unassigned Leads	The total Unassigned Leads. This metric is computed as follows: # of Leads - # of Assigned Leads
# of Uncovered Leads	The total Unconverted Leads. This metric is computed as follows: # of Leads - # of Converted Leads
# of Unqualified Leads	The total Unqualified leads (Lead Status = Unqualified)
Average Lead Age (Days)	The average age of the Leads. This metric is computed as follows: For Converted or Retired Leads, the day when it was converted/Retired - Lead Created date. For others it is the Current Date - the Lead created date
Average Number of Days Open for Unqualified Leads	The Average number of days to Qualify a lead. This metric is computed as follows: Total Lead Age of Unqualified leads/ # of Unqualified Leads
Average Number of Days to Convert Leads	The Average number of days to Convert a lead. This metric is computed as follows: Total Lead Age of Converted leads/ # of Converted Leads
Budget Amount	The total Budget Amount
Lead Idle Days	The total days the Active Lead is idle (Lead Status not equal to Retired/Rejected). This metric is computed as follows: Current Date - Last Activity Date
Lead Qualification Rate (%)	Rate of Qualified Leads to the total Leads. This metric is computed as follows: 100 * # of Qualified Leads/# of Leads
Lead Qualification to Conversion Velocity	Rate of Converting the Qualified Leads. This metric is computed as follows: Lead Converted Date - Lead Qualified Date / # of Converted Leads

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Metric	Metric Definition
Lead Qualification Velocity	Rate of Qualifying the Leads. This metric is computed as follows: Lead Qualified Date - Lead Created Date/# of Qualified Leads
Leads Conversion % (Across Levels in Lead Owner Resource Hierarchy)	Lead to Opportunity Conversion % calculated at the total level of lead owner hierarchy
Leads Conversion % (Across Levels in Primary Partner Hierarchy)	Lead to Opportunity Conversion % calculated at the total level of primary partner hierarchy
Leads Conversion %(Across Levels in Sales Account Hierarchy)	Lead to Opportunity Conversion % calculated at the total level of sales account hierarchy
Leads to Opportunity Conversion (%)	Rate of Converted Leads to the total Leads. This metric is computed as follows: # of Converted Leads/# of Leads
Potential Revenue	The total Lead Revenue
Ratio of Converted Leads to Qualified Leads	Ratio of Converted Leads to Qualified Leads
Ratio of Highly Ranked Qualified Leads to Qualified Leads	Ratio of Highly Ranked Qualified Leads to Qualified Leads
Ratio of Low Ranked Qualified Leads to Qualified Leads	Ratio of Low Ranked Qualified Leads to Qualified Leads
Ratio of Medium Ranked Qualified Leads to Qualified Leads	Ratio of Medium Ranked Qualified Leads to Qualified Leads
Ratio of Qualified Leads to Unqualified Leads	Ratio of Qualified Leads to Unqualified Leads
Ratio of Retired Leads to Ratio of Unqualified Leads	Ratio of Retired Leads to Unqualified Leads
Raw Lead Amount	The total Raw Lead Amount
Rejected Leads (%)	Rate of Rejected Leads to the total Leads. This metric is computed as follows: # of Rejected Leads/# of Leads
Retired Leads (%)	Rate of Retired Leads to the total Leads. This metric is computed as follows: # of Retired Leads/# of Leads
Total Market Potential	The total Lead Revenue for Qualified or Unqualified Leads

CX - Opportunity

This table describes the Opportunity Metrics.

Metric	Metric Definition
# of Accounts with Won Opportunities	The total Accounts with Won Opportunities
# of Competitive Lost Opportunities	The total Lost Opportunities with atleast one Competitor
# of Competitive No Sale Opportunities	The total No Sale Opportunities with atleast one Competitor
# of Competitive Open Opportunities	The total Open Opportunities with atleast one Competitor
# of Competitive Opportunities	The total Opportunities with atleast one Competitor
# of Competitive Won Opportunities	The total Won Opportunities with atleast one Competitor
# of Converted Lost Opportunities	The total Lost Opportunities which were created by converting the Leads.
# of Converted Open Opportunities	The total Open Opportunities which were created by converting the Leads.
# of Converted Opportunities	The total Opportunities which were created by converting the Leads.
# of Converted Won Opportunities	The total Won Opportunities which were created by converting the Leads.
# of Expansion Opportunities	The total Expansion Opportunities (Opportunity Type Code = Expansion)
# of Expired Opportunities	The total Expired Opportunities. This metric is computed as follows: Opportunity Status = Open, Current Date > Opportunity Expected Close Date

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Metric	Metric Definition
# of Lost Expansion Opportunities	The total Lost Expansion Opportunities (Opportunity Status = Lost and Opportunity Type Code = Expansion)
# of Lost New Opportunities	The total Lost New Opportunities (Opportunity Status = Lost and Opportunity Type Code = New)
# of Lost Opportunities	The total Lost Opportunities (Opportunity Status = Lost)
# of Lost Renewal Opportunities	The total Lost Renewal Opportunities (Opportunity Status = Lost and Opportunity Type Code = Renewal)
# of New Opportunities	The total New Opportunities (Opportunity Type Code = New)
# of No Sale Expansion Opportunities	The total No Sale Expansion Opportunities (Opportunity Status = No Sale and Opportunity Type Code = Expansion)
# of No Sale Opportunities	The total No Sale Opportunities (Opportunity Status = No Sale)
# of No Sale Renewal Opportunities	The total No Sale Renewal Opportunities (Opportunity Status = No Sale and Opportunity Type Code = Renewal)
# of Open Expansion Opportunities	The total Open Expansion Opportunities (Opportunity Status = Open and Opportunity Type Code = Expansion)
# of Open New Opportunities	The total Open New Opportunities (Opportunity Status = Open and Opportunity Type Code = New)
# of Open Opportunities	The total Open Opportunities (Opportunity Status = Open)
# of Open Renewal Opportunities	The total Open Renewal Opportunities (Opportunity Status = Open and Opportunity Type Code = Renewal)
# of Opportunities	The total number of Opportunities
# of Renewal Opportunities	The total Renewal Opportunities (Opportunity Type Code = Renewal)
# of Unconverted Closed Opportunities	The total Closed Opportunities which were not created by converting the Leads.
# of Unconverted Opportunities	The total Opportunities which were not created by converting the Leads.
# of Unconverted Won Opportunities	The total Won Opportunities which were not created by converting the Leads.
# of Won Expansion Opportunities	The total Won Expansion Opportunities (Opportunity Status = Won and Opportunity Type Code = Expansion)
# of Won New Opportunities	The total Won New Opportunities (Opportunity Status = Won and Opportunity Type Code = New)
# of Won Opportunities	The total Won Opportunities (Opportunity Status = Won)
# of Won Renewal Opportunities	The total Won Renewal Opportunities (Opportunity Status = Won and Opportunity Type Code = Renewal)
# of No Sale New Opportunities	The total No Sale New Opportunities (Opportunity Status = No Sale and Opportunity Type Code = New)
Average # of Days to Close	Average number of days to Close an Opportunity. This metric is computed as follows: Total days needed to close Opportunities/# of Open Opportunities
Average # of Days to Open	Average number of days the Opportunity is Open. This metric is computed as follows: Total days the Opportunity is Open/# of Open Opportunities
Average Age of Closed Opportunities	Average Age of Closed Opportunities. This metric is computed as follows: Total Closed Opportunities Age/# of Closed Opportunities
Average Age of Converted Opportunity	Average Age of Converted Opportunities. This metric is computed as follows: sum(Opportunity Close Date - Opportunity Creation Date)/# of Converted Closed Opportunities

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Metric	Metric Definition
Average Age of Converted Won Opportunity	Average Age of Converted Won Opportunities. This metric is computed as follows: sum(Opportunity Close Date - Opportunity Creation Date)/# of Converted Won Opportunities
Average Age of Lost Opportunities	Average Age of Lost Opportunities. This metric is computed as follows: Total Lost Opportunities Age/# of Lost Opportunities
Average Age of No Sale Opportunities	Average Age of No Sale Opportunities. This metric is computed as follows: Total No Sale Opportunities Age/ number of No Sale Opportunities
Average Age of Unconverted Opportunity	Average Age of Uncoverted Opportunities. This metric is computed as follows: sum(Opportunity Close Date - Opportunity Creation Date)/# of Unconverted Closed Opportunities
Average Age of Unconverted Won Opportunity	Average Age of Uncoverted Won Opportunities. This metric is computed as follows: sum(Opportunity Close Date - Opportunity Creation Date)/# of Unconverted Won Opportunities
Average Age of Won Opportunities	Average Age of Won Opportunities. This metric is computed as follows: Total Won Opportunities Age/# of Won Opportunities
Average Opportunity Win Probability	Average probability to Win the Opportunity. This metric is computed as follows: Total win probabilities/# of Opportunities
Competitive Loss Rate	Rate of Losing Competitive Opportunities. This metric is computed as follows: 100 * Total Competitive Lost Opportunities/Total Competitive Closed Opportunities
Competitor Conversion Rate	Rate of Converting Competitive Opportunities. This metric is computed as follows: 100 * Total Competitive Won Opportunities/Total Competitive Opportunities
Competitor Win Rate	Rate of Winning Competitive Opportunities. This metric is computed as follows: 100 * Total Competitive Won Opportunities/Total Competitive Won and Lost Opportunities
Conversion Rate	Rate of Converting Opportunities. This metric is computed as follows: 100 * Total Won Opportunities/Total Opportunities
Converted Lead Contribution to Closed Opportunities %	The ratio of Converted Closed Opportunities (created from Leads) in all the Closed Opportunities. This metric is computed as follows: (#of Converted Closed Opportunities/# of Closed Opportunities)*100
Converted Lead Contribution to Opportunities %	The ratio of Converted Opportunities (created from Leads) in all the Opportunities. This metric is computed as follows: (#of Converted Opportunities/# of Opportunities)*100
Converted Lead Contribution to Won Opportunities %	The ratio of Converted Won Opportunities (created from Leads) in all the Won Opportunities. This metric is computed as follows: (#of Converted Won Opportunities/# of Won Opportunities)*100
Converted Lead Contribution to Lost Opportunities %	The ratio of Converted Lost Opportunities (created from Leads) in all the Lost Opportunities. This metric is computed as follows: (#of Converted Lost Opportunities/# of Lost Opportunities)*100
Expansion Opportunities Conversion Rate	The Conversion rate of the Expansion Opportunities. This metric is computed as follows: (# of Won Expansion Opportunities/# of Expansion Opportunities)

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Metric	Metric Definition
Expansion Opportunities Loss Rate	The Loss rate of the Expansion Opportunities. This metric is computed as follows: (# of Lost Expansion Opportunities/# of Won+Lost Expansion Opportunities)
Expansion Opportunities Win Rate	The Win Rate of the Expansion Opportunities. This metric is computed as follows: (# of Won Expansion Opportunities/# of Won+Lost Expansion Opportunities)
Loss Rate	Rate of Losing Opportunities. This metric is computed as follows: 100 * Total Lost Opportunities/Total Won and Lost Opportunities
New Opportunities Conversion Rate	The Conversion rate of the New Opportunities. This metric is computed as follows: (# of Won New Opportunities/# of New Opportunities)
New Opportunities Loss Rate	The Loss rate of the New Opportunities. This metric is computed as follows: (# of Lost New Opportunities/# of Won+Lost New Opportunities)
New Opportunities Win Rate	The Win Rate of the New Opportunities. This metric is computed as follows: (# of Won New Opportunities/# of Won+Lost New Opportunities)
Ratio of # of lost Opportunities (unconverted) to Converted Lost Opportunities	The ratio of Uncoverted Lost Opportunities to Converted Lost Opportunities. This metric is computed as follows: (# of Lost Opportunities - # of Converted Lost Opportunities) /# of Converted Lost Opportunities
Renewal Opportunities Conversion Rate	The Conversion rate of the Renewal Opportunities. This metric is computed as follows: (# of Won Renewal Opportunities/# of renewal Opportunities)
Renewal Opportunities Loss Rate	The Loss rate of the Renewal Opportunities. This metric is computed as follows: (# of Lost Renewal Opportunities/# of Won+Lost renewal Opportunities)
Renewal Opportunities Win Rate	The Win Rate of the Renewal Opportunities. This metric is computed as follows: (# of Won Renewal Opportunities/# of Won+Lost renewal Opportunities)
Win Rate	Rate of Winning Opportunities. This metric is computed as follows: 100 * Total Won Opportunities/Total Won and Lost Opportunities

CX - Opportunity Activity

This table describes the Opportunity Activity Metrics.

Metric	Metric Definition
# of Completed Opportunity Activities	The total Completed Activities associated Opportunities (Activity Status = Complete)
# of Expired Opportunity Activities	The total Expired Activities associated to Opportunities (Activity Status not equal to Complete/Cancelled & Current Date > Activity Due Date)
# of Open Opportunity Activities	The total Open Activities associated to Opportunities (Activity Status not equal to Complete/Cancelled)
# of Opportunity Activities	The total Activities associated to Opportunities
# of Opportunity Appointments	The total Tasks associated to Appointments (Activity function = Appointments)
# of Opportunity Call Reports	The total Tasks associated to Call Reports (Activity function = Call Reports)

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Metric	Metric Definition
# of Opportunity Tasks	The total Tasks associated to Opportunities (Activity function = Task)
Activity Rate - Lost Opportunities	The rate of Activities for Lost Opportunities. This metric is computed as follows: 100 * # of Activities for Lost Opportunities/# of Lost Opportunities
Activity Rate - No Sale Opportunities	The rate of Activities for No Sale Opportunities. This metric is computed as follows: 100 * # of Activities for No Sale Opportunities/# of No Sale Opportunities
Activity Rate - Open Opportunities	The rate of Activities for Open Opportunities. This metric is computed as follows: 100 * # of Activities for Open Opportunities/# of Open Opportunities
Activity Rate - Opportunities	The rate of Activities for Opportunities. This metric is computed as follows: 100 * # of Opportunity Activities/# of Opportunities
Activity Rate - Won Opportunities	The rate of Activities for Won Opportunities. This metric is computed as follows: 100 * # of Activities for Won Opportunities/# of Won Opportunities
Appointment Rate - Lost Opportunities	The rate of Appointments for Lost Opportunities. This metric is computed as follows: 100 * # of Appointments for Lost Opportunities/# of Lost Opportunities
Appointment Rate - No Sale Opportunities	The rate of Appointments for No Sale Opportunities. This metric is computed as follows: 100 * # of Appointments for No Sale Opportunities/# of No Sale Opportunities
Appointment Rate - Open Opportunities	The rate of Appointments for Open Opportunities. This metric is computed as follows: 100 * # of Appointments for Open Opportunities/# of Open Opportunities
Appointment Rate - Won Opportunities	The rate of Appointments for Won Opportunities. This metric is computed as follows: 100 * # of Appointments for Won Opportunities/# of Won Opportunities
Average Activity Duration for Completed Activities	The average time taken to complete an activity. This metric is computed as follows: Activity duration for completed activity/# of Completed Activities
Average Activity Duration For Open Activities	The average time of an activity. This metric is computed as follows: Activity duration for Activities not in Cancelled or Complete status/# of Activities not in Cancelled or Complete status
Average Number of Calls for Lost Opportunities	The average number of Calls for Lost Opportunities. This metric is computed as follows: # of Activities of type code = Calls for Lost Opportunities/# of Lost Opportunities
Average Number of Calls for Won Opportunities	The average number of Calls for Won Opportunities. This metric is computed as follows: # of Activities of type code = Calls for Won Opportunities/# of Won Opportunities
Average Number of Demos for Lost Opportunities	The average number of Demos for Lost Opportunities. This metric is computed as follows: # of Activities of type code = Demos for Lost Opportunities/# of Lost Opportunities
Average Number of Demos for Won Opportunities	The average number of Demos for Won Opportunities. This metric is computed as follows: # of Activities of type code = Demos for Won Opportunities/# of Won Opportunities
Average Number of Emails Sent for Lost Opportunities	The average number of Emails sent for Lost Opportunities. This metric is computed as follows: # of Activities of type code = Email for Lost Opportunities/# of Lost Opportunities
Average Number of Emails Sent for Won Opportunities	The average number of Emails sent for Won Opportunities. This metric is computed as follows: # of Activities of type code = Email for Won Opportunities/# of Won Opportunities

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Metric	Metric Definition
Average Number of Meetings for Lost Opportunities	The average number of Meetings for Lost Opportunities. This metric is computed as follows: # of Activities of type code = Meetings for Lost Opportunities/# of Lost Opportunities
Average Number of Meetings for Won Opportunities	The average number of Meetings for Won Opportunities. This metric is computed as follows: # of Activities of type code = Meetings for Won Opportunities/# of Won Opportunities
Average Number of Opportunity Activities Per Team Member	The average number of Opportunity Activities per Team member
Call Report Rate - Lost Opportunities	The rate of Call Reports for Lost Opportunities. This metric is computed as follows: 100 * # of Call Reports for Lost Opportunities/# of Lost Opportunities
Call Report Rate - No Sale Opportunities	The rate of Call Reports for No Sale Opportunities. This metric is computed as follows: 100 * # of Call Reports for No Sale Opportunities/# of No Sale Opportunities
Call Report Rate - Open Opportunities	The rate of Call Reports for Open Opportunities. This metric is computed as follows: 100 * # of Call Reports for Open Opportunities/# of Open Opportunities
Call Report Rate - Won Opportunities	The rate of Call Reports for Won Opportunities. This metric is computed as follows: 100 * # of Call Reports for Won Opportunities/# of Won Opportunities
Days Since Last Touch	Number of days elapsed since the most recent activity associated with an opportunity, measured to the reporting date.
Task Rate - Lost Opportunities	The rate of Tasks for Lost Opportunities. This metric is computed as follows: 100 * # of Tasks for Lost Opportunities/# of Lost Opportunities
Task Rate - No Sale Opportunities	The rate of Tasks for No Sale Opportunities. This metric is computed as follows: 100 * # of Tasks for No Sale Opportunities/# of No Sale Opportunities
Task Rate - Open Opportunities	The rate of Tasks for Open Opportunities. This metric is computed as follows: 100 * # of Tasks for Open Opportunities/# of Open Opportunities
Task Rate - Won Opportunities	The rate of Tasks for Won Opportunities. This metric is computed as follows: 100 * # of Tasks for Won Opportunities/# of Won Opportunities

CX - Opportunity Quotes

This table describes the Opportunity Quotes metrics. Note that the Quotes that are available in this subject area are the Opportunity Quotes only i.e. the Quotes that are associated to an Opportunity.

Metric	Metric Definition
# of Active Quotes	The total number of Active Quotes
# of Active Quotes with Proposal	The total number of Active Quotes with Proposal
# of Closed Active Quotes	The total number of Active Quotes Closed (Won+Lost)
# of Expired Quotes	The total number of Expired Quotes
# of In-Progress Active Quotes	The total number of Active In-Progress Quotes
# of Lost Active Quotes	The total number of Active Quotes Lost
# of Quotes	The total number of Quotes

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Metric	Metric Definition
# of Unique Quotes	The total number of Unique Quotes (based on External Quote number, ignores Quotes versions and treats Quotes with same Quote id as one)
# of Won Active Quotes	The total number of Active Quotes Won
Active Quote Conversion Rate	The rate of converting the Active Quotes. This metric is computed as follows: 100 * # of Closed Quotes/# of Active Quotes
Active Quote Loss Rate	The rate of losing Active Quotes. This metric is computed as follows: 100 * # of Lost Quotes/# of Closed Quotes
Active Quote to Contract Start Time	The time to start the Contract after the Quote is created. This metric is computed as follows: (Contract Start Date - Quote Creation Date)/# of Active Quotes
Active Quote To Lost Opportunity Time	The average time between Lost Opportunity Close Date and Quote creation date. This metric is computed as follows: (Opportunity Close Date - Quote Creation Date)/# of Active Quotes for Lost Opportunities
Active Quote To Won Opportunity Time	The average time between Won Opportunity Close Date and Quote creation date. This metric is computed as follows: (Opportunity Close Date - Quote Creation Date)/# of Active Quotes for Won Opportunities
Active Quote Win Rate	The rate of winning Active Quotes. This metric is computed as follows: 100 * # of Won Quotes/# of Closed Quotes
Average # of Quotes for Lost Opportunities	The average number of Quotes for Lost Opportunities. This metric is computed as follows: # of Quotes/# of Lost Opportunities
Average # of Quotes for No-Sale Opportunities	The average number of Quotes for No Sale Opportunities. This metric is computed as follows: # of Quotes/# of No-Sale Opportunities
Average # of Quotes for Open Opportunities	The average number of Quotes for Open Opportunities. This metric is computed as follows: # of Quotes/# of Open Opportunities
Average # of Quotes for Won Opportunities	The average number of Quotes for Won Opportunities.This metric is computed as follows: # of Quotes/# of Won Opportunities
Average Active Quote Cycle Time	The average Quote Cycle Time. This metric is computed as follows: (Quote Order Placed on Date - Quote Creation Date)/# of Active Quotes
Average Contract Value (Active Quotes)	The average Contract value per Active Quote. This metric is computed as follows: Total Contract Value/# of Active Quotes
Average Length of Contract (Active Quote)	The average Length of the Contract. This metric is computed as follows: (Contract End Date - Contract Start Date)/# of Active Quotes
Average Non Recurring Revenue (Active Quotes)	The average Non-Recurring Revenue Amount from Active Quotes. This metric is computed as follows: Total Non-Recurring Revenue Amount/# of Active Quotes
Average Number of Active Quote Iterations	The average number of Quotes created per Active Quote. This metric is computed as follows: # of Quotes/# of Active Quotes
Average Opportunity to Current Active Quote Time	The average time between Opportunity and Quote creation date. This metric is computed as follows: (Quote Creation Date - Opportunity Creation Date)/# of Active Quotes
Average Recurring Revenue (Active Quotes)	The average Recurring Revenue Amount from Active Quotes. This metric is computed as follows: Total Recurring Revenue Amount/# of Active Quotes

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Metric	Metric Definition
Average Usage Revenue (Active Quotes)	The average Usage Revenue Amount from Active Quotes. This metric is computed as follows: Total Usage Revenue Amount/# of Active Quotes
Contract Value (Active Quotes)	The total Quote Contract value in Active Quotes
Non Recurring Revenue Amount (Active Quotes)	The total Non-Recurring Revenue Amount from Active Quotes
Raw Contract Value	The total Quote Contract value in all Quotes
Raw Non Recurring Revenue Amount	The total Non-Recurring Revenue Amount from all Quotes
Raw Recurring Revenue Amount	The total Recurring Revenue Amount from all Quotes
Raw Usage Revenue Amount	The total Usage Revenue Amount from all Quotes
Recurring Revenue Amount (Active Quotes)	The total Recurring Revenue Amount from Active Quotes
Usage Revenue Amount (Active Quotes)	The total Usage Revenue Amount from Active Quotes

CX - Opportunity Quote Line

This table describes the Opportunity Quote Line Metrics. Note that the Quote Lines that are available in this subject area are the Opportunity Quote Lines only i.e. the Quotes and the lines that are associated to an Opportunity and Revenue Lines respectively

Metric	Metric Definition
# of Active Quotes with Lines	The total Active Quotes with atleast one Quote Line
# of Closed Lines for Active Quotes	The total Closed (Won+Lost) Quote Lines from Active Quotes
# of In-Progress Lines for Active Quotes	The total In-Progress Quote Lines from Active Quotes
# of Lines for Active Quotes	The total Quote Lines from Active Quotes
# of Lost Lines for Active Quotes	The total Lost Quote Lines from Active Quotes
# of Quotes with Lines	The total Quotes with atleast one Quote Line
# of Unique Quotes with Lines	The Unique Quotes with atleast one Quote Line
# of Won Lines for Active Quotes	The total Won Quote Lines from Active Quotes
Average Contract Line Value for Active Quotes	The Average Contract Value (Total Contract Value / # of Quote Lines)
Average Length of the Contract for Active Quote Lines	The average Length of the Contract. This metric is computed as follows: (Quote Line Contract Start Date - Quote Line Contract End Date) / (# of Lines for Active Quotes)
Average Line Cycle Time for Active Quotes	The average Quote Line Cycle Time. This metric is computed as follows: (Quote Order Placed on Date - Quote Creation Date)/(# of Lines for Active Quotes)
Average Non-Recurring Line Revenue for Active Quotes	The Average Non-Recurring Revenue (Total Non-Recurring Revenue Amount / # of Quote Lines)
Average Recurring Line Revenue for Active Quotes	The Average Recurring Revenue (Total Recurring Revenue Amount / # of Quote Lines)
Average Usage Line Revenue for Active Quotes	The Average Usage Revenue Amount (Total Usage REvenue/ # of Quote Lines)
Contract Line Value for Active Quotes	The total Contract value (Sum of Recurring Revenue, Non-Recurring Revenue and Usage Revenue) of Qutoe Lines from Active Quotes
Line Conversion Rate for Active Quotes	The Quote Line Conversion Rate (# of Won Lines for Active Quotes / # of Lines for Active Quotes *100)
Line Loss Rate for Active Quotes	The Quote Line Loss Rate (# of Lost Lines for Active Quotes) / (# of Closed Lines for Active Quotes) *100

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Metric	Metric Definition
Line Win Rate for Active Quotes	The Quote Line Win Rate (# of Won Lines for Active Quotes) /(# of Closed Lines for Active Quotes) *100
Non-Recurring Line Revenue for Active Quotes	The total Non-Recurring Revenue of a Quote Line from Active Quotes
Raw Quote Line Non-Recurring Revenue	Total Non Recurring Revenue amount of Quote Lines
Raw Quote Line Recurring Revenue	Total Recurring Revenue amount of Quote Lines
Raw Quote Line Usage Revenue	Total Usage Revenue amount of Quote Lines
Raw Quote Line Contract Value	Total Contract Value of Quote Lines
Recurring Line Revenue for Active Quotes	The total Recurring Revenue of a Quote Line from Active Quotes
Usage Line Revenue for Active Quotes	The total Usage Revenue of a Quote Line from Active Quotes
Average Quote Line Discount %	The Average Quote Line Discount Percentage.

CX - Opportunity Revenue Line

This table describes the Opportunity Revenue Line metrics.

These metrics are used in the Document Currency (DC), CX Currency (CC), and Analytics Currency (AC) fact folders in this subject area. Document Currency is the currency used while entering the data in the application. CX Currency is the currency defined in Oracle CRM. Analytics Currency is the currency defined in the application. Analytics Currency and Exchange Rate Type are configured during product implementation. The Exchange Rate date basis uses the Opportunity Expected Close Date to convert to the analytics currency. Metrics in these folders show amounts in their respective currencies.

Metric	Metric Definition
# of Competitive Opportunity Revenue Lines	The total Opportunity Revenue Lines with atleast one Competitor
# of Expansion Opportunity Revenue Lines	The total Expansion Opportunity Revenue Lines
# of Expired Opportunity Revenue Lines	The total Expired Opportunity Revenue Lines with atleast one Competitor
# of Lost Competitive Opportunity Revenue Lines	The total Lost Opportunity Revenue Lines with atleast one Competitor
# of Lost Opportunity Revenue Lines	The total Lost Opportunity Revenue Lines (Revenue Status = Lost)
# of New Opportunity Revenue Lines	The total New Opportunity Revenue Lines
# of No Sale Competitive Opportunity Revenue Lines	The total No Sale Opportunity Revenue Lines with atleast one Competitor
# of No Sale Opportunity Revenue Lines	The total No Sale Opportunity Revenue Lines (Revenue Status = No Sale)
# of Open Competitive Opportunity Revenue Lines	The total Open Opportunity Revenue Lines with atleast one Competitor
# of Open Opportunity Revenue Lines	The total Open Opportunity Revenue Lines (Revenue Status = Open)
# of Opportunity Revenue Lines	The total Opportunity Revenue Lines
# of Raw Opportunity Revenue Lines	The total Raw Opportunity Revenue Lines
# of Won Competitive Opportunity Revenue Lines	The total Won Opportunity Revenue Lines with atleast one Competitor

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Metric	Metric Definition
# of Won Opportunity Revenue Lines	The total Won Opportunity Revenue Lines (Revenue Status = Won)
# of Renewal Opportunity Revenue Lines	The total Renewal Opportunity Revenue Lines
% Change Average Won Opportunity Line Revenue Same Time Last Period	The % change in Average Won Opportunity Line Revenue compared to the Last Period, at this time
% Change Average Won Opportunity Line Revenue Same Time Last Quarter	The % change in Average Won Opportunity Line Revenue compared to the Last Quarter, at this time
% Change Average Won Opportunity Line Revenue Same Time Last Year	The % change in Average Won Opportunity Line Revenue compared to the Last Year, at this time
% Change Lost Opportunity Line Revenue Same Time Last Period	The % change in Lost Opportunity Line Revenue compared to the Last Period, at this time
% Change Lost Opportunity Line Revenue Same Time Last Quarter	The % change in Lost Opportunity Line Revenue compared to the Last Quarter, at this time
% Change Lost Opportunity Line Revenue Same Time Last Year	The % change in Lost Opportunity Line Revenue compared to the Last Year, at this time
% Change No Sale Opportunity Line Revenue Same Time Last Period	The % change in No Sale Opportunity Line Revenue compared to the Last Period, at this time
% Change No Sale Opportunity Line Revenue Same Time Last Quarter	The % change in No Sale Opportunity Line Revenue compared to the Last Quarter, at this time
% Change No Sale Opportunity Line Revenue Same Time Last Year	The % change in No Sale Opportunity Line Revenue compared to the Last Year, at this time
% Change Open Opportunity Line Revenue Same Time Last Period	The % change in Open Opportunity Line Revenue compared to the Last Period, at this time
% Change Open Opportunity Line Revenue Same Time Last Quarter	The % change in Open Opportunity Line Revenue compared to the Last Quarter, at this time
% Change Open Opportunity Line Revenue Same Time Last Year	The % change in Open Opportunity Line Revenue compared to the Last Year, at this time
% Change Weighted Open Opportunity Line Revenue Same Time Last Period	The % change in Weighted Open Opportunity Line Revenue compared to the Last Period, at this time
% Change Weighted Open Opportunity Line Revenue Same Time Last Quarter	The % change in Weighted Open Opportunity Line Revenue compared to the Last Quarter, at this time
% Change Weighted Open Opportunity Line Revenue Same Time Last Year	The % change in Weighted Open Opportunity Line Revenue compared to the Last Year, at this time
% Change Won Opportunity Line Revenue Same Time Last Period	The % change in Won Opportunity Line Revenue compared to the Last Period, at this time
% Change Won Opportunity Line Revenue Same Time Last Quarter	The % change in Won Opportunity Line Revenue compared to the Last Quarter, at this time
% Change Won Opportunity Line Revenue Same Time Last Year	The % change in Won Opportunity Line Revenue compared to the Last Year, at this time
% Renewal Lost Opportunity Line Revenue	The % of Renewal Lost Opportunity Line Revenue of the total Lost Opportunity Line Revenue. This metric is computed as follows: (Renewal Lost Opportunity Line Revenue / Lost Opportunity Line Revenue)
% Renewal Open Opportunity Line Revenue	The % of Renewal Open Opportunity Line Revenue of the total Open Opportunity Line Revenue. This metric is computed as follows: (Renewal Open Opportunity Line Revenue / Open Opportunity Line Revenue)
% Renewal Opportunity Line Revenue	The % of Renewal Opportunity Line Revenue of the total Opportunity Line Revenue. This metric is computed as follows: (Renewal Opportunity Line Revenue / Opportunity Line Revenue)

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Metric	Metric Definition
% Renewal Won Opportunity Line Revenue	The % of Renewal Won Opportunity Line Revenue of the total Won Opportunity Line Revenue. This metric is computed as follows: (Renewal Won Opportunity Line Revenue / Won Opportunity Line Revenue)
Average # of Days Open	The average number of days an Opportunity Revenue Line is Open. This metric is computed as follows: (Current Date - Open Opportunity Revenue Line Creation Date)/# of Open Opportunity Revenue Lines
Average Age of Lost Opportunity Revenue Lines	The average age of the Lost Opportunity Revenue Lines. This metric is computed as follows: sum(Lost Revenue Line Close Date - Lost Revenue Line Created Date))/# of Lost Opportunity Revenue Lines
Average Age of No Sale Opportunity Revenue Lines	The average age of the No Sale Opportunity Revenue Lines. This metric is computed as follows: sum(No Sale Revenue Line Close Date - No Sale Revenue Line Created Date))/# of No Sale Opportunity Revenue Lines
Average Age of Opportunity Revenue Lines	The average age of the Opportunity Revenue Lines. This metric is computed as follows: sum(Won/Lost/No Sale Revenue Line Close Date - Won/Lost/No Sale Revenue Line Created Date))/# of Won+Lost+No Sale Opportunity Revenue Lines
Average Age of Won Opportunity Revenue Lines	The average age of the Won Opportunity Revenue Lines. This metric is computed as follows: sum(Won Revenue Line Close Date - Won Revenue Line Created Date))/# of Won Opportunity Revenue Lines
Average Won Opportunity Line Revenue	The average Won Opportunity Line Revenue. This metric is computed as follows: Won Opportunity Line Revenue/# of Won Opportunity Revenue Lines
Competitive Opportunity Line Revenue	The total Opportunity Line Revenue with atleast one competitor
Expansion Lost Opportunity Line Revenue	The total Lost Expansion Opportunity Line Revenue (Revenue Type = Expansion and Revenue Status = Lost)
Expansion No Sale Opportunity Line Revenue	The total No Sale Expansion Opportunity Line Revenue (Revenue Type = Expansion and Revenue Status = No Sale)
Expansion Open Opportunity Line Revenue	The total Open Expansion Opportunity Line Revenue (Revenue Type = Expansion and Revenue Status = Open)
Expansion Opportunity Line Revenue	The total Expansion Opportunity Line Revenue (Revenue Type = Expansion)
Expansion Won Opportunity Line Revenue	The total Won Expansion Opportunity Line Revenue (Revenue Type = Expansion and Revenue Status = Won)
Expected Opportunity Line Revenue	The total Expected Opportunity Line Revenue
Expired Opportunity Line Revenue	The total Expired Opportunity Line Revenue (status = Open and Current Date > Expected Close date for Revenue Line)
Lost Competitive Opportunity Line Revenue	The total Lost Opportunity Line Revenue with atleast one competitor
Lost Opportunity Line Non-Recurring Revenue	The total Lost Opportunity Line Non-Recurring Revenue (Revenue Status = Lost)
Lost Opportunity Line Recurring Revenue	The total Lost Opportunity Line Recurring Revenue (Revenue Status = Lost)
Lost Opportunity Line Revenue	The total Lost Opportunity Line Revenue (Revenue Status = Lost)
Lost Opportunity Line Usage Revenue	The total Lost Opportunity Line Usage Revenue (Revenue Status = Lost)

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Metric	Metric Definition
New Lost Opportunity Line Revenue	The total Lost New Opportunity Line Revenue (Revenue Type = New and Revenue Status = Lost)
New No Sale Opportunity Line Revenue	The total No Sale New Opportunity Line Revenue (Revenue Type = New and Revenue Status = No Sale)
New Open Opportunity Line Revenue	The total Open New Opportunity Line Revenue (Revenue Type = New and Revenue Status = Open)
New Opportunity Line Revenue	The total New Opportunity Line Revenue (Revenue Type = New)
New Won Opportunity Line Revenue	The total Won New Opportunity Line Revenue (Revenue Type = New and Revenue Status = Won)
No Sale Competitive Opportunity Line Revenue	The total No Sale Opportunity Line Revenue with atleast one competitor
No Sale Opportunity Line Non-Recurring Revenue	The total No Sale Opportunity Line Non-Recurring Revenue (Revenue Status = No Sale)
No Sale Opportunity Line Recurring Revenue	The total No Sale Opportunity Line Recurring Revenue (Revenue Status = No Sale)
No Sale Opportunity Line Revenue	The total No Sale Opportunity Line Revenue (Revenue Status = No Sale)
No Sale Opportunity Line Usage Revenue	The total No Sale Opportunity Line Usage Revenue (Revenue Status = No Sale)
Non-Renewal Lost Opportunity Line Revenue	The total Lost Non-Renewal Opportunity Line Revenue (Revenue Type = Do not Renew and Revenue Status = Lost)
Non-Renewal No Sale Opportunity Line Revenue	The total No Sale Non-Renewal Opportunity Line Revenue (Revenue Type = Do not Renew and Revenue Status = No Sale)
Non-Renewal Open Opportunity Line Revenue	The total Open Non-Renewal Opportunity Line Revenue (Revenue Type = Do not Renew and Revenue Status = Open)
Non-Renewal Opportunity Line Revenue	The total Non-Renewal Opportunity Line Revenue (Revenue Type = Do not Renew)
Non-Renewal Won Opportunity Line Revenue	The total Won Non-Renewal Opportunity Line Revenue (Revenue Type = Do not Renew and Revenue Status = Won)
Open Competitive Opportunity Line Revenue	The total Open Opportunity Line Revenue with atleast one competitor
Open Opportunity Line Non-Recurring Revenue	The total Open Opportunity Line Non-Recurring Revenue (Revenue Status = Open)
Open Opportunity Line Recurring Revenue	The total Open Opportunity Line Recurring Revenue (Revenue Status = Open)
Open Opportunity Line Revenue	The total Open Opportunity Line Revenue (Revenue Status = Open)
Open Opportunity Line Usage Revenue	The total Open Opportunity Line Usage Revenue (Revenue Status = Open)
Opportunity Line Non-Recurring Revenue	The total Opportunity Line Non-Recurring Revenue
Opportunity Line Recurring Revenue	The total Opportunity Line Recurring Revenue
Opportunity Line Revenue	The total Opportunity Line Revenue
Opportunity Line Split Revenue	The total Opportunity Line Split Revenue
Opportunity Line Usage Revenue	The total Opportunity Line Usage Revenue
Raw Opportunity Line Revenue	The total Raw Opportunity Line Revenue
Renewal Lost Opportunity Line Revenue	The total Lost Renewal Opportunity Line Revenue (Revenue Type = Renew and Revenue Status = Lost)

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Metric	Metric Definition
Renewal No Sale Opportunity Line Revenue	The total No Sale Renewal Opportunity Line Revenue (Revenue Type = Renew and Revenue Status = No Sale)
Renewal Open Opportunity Line Revenue	The total Open Renewal Opportunity Line Revenue (Revenue Type = Renew and Revenue Status = Open)
Renewal Opportunity Line Revenue	The total Renewal Opportunity Line Revenue (Revenue Type = Renew)
Renewal Won Opportunity Line Revenue	The total Won Renewal Opportunity Line Revenue (Revenue Type = Renew and Revenue Status = Won)
Revenue Line Competitive Conversion Rate	The Competitive Revenue Line conversion rate. This metric is computed as follows: 100 * # of Won Competitive Revenue Lines/# of Competitive Opportunity Revenue Lines
Revenue Line Competitive Loss Rate	The Competitive Revenue Line Loss rate. This metric is computed as follows: 100 * # of Lost competitive Revenue Lines/# of Won+Lost Competitive Revenue Lines
Revenue Line Competitive Won Rate	The Competitive Revenue Line Win rate. This metric is computed as follows: 100 * # of Won Competitive Revenue Lines/# of Won+Lost Competitive Revenue Lines
Revenue Line Conversion Rate	The Revenue Line conversion rate. This metric is computed as follows: 100 * # of Won Opportunity Revenue Lines/# of Opportunity Revenue Lines
Revenue Line Loss Rate	The Revenue Line Loss rate. This metric is computed as follows: 100 * # of Lost Opportunity Revenue Lines/# of Won+Lost Opportunity Revenue Lines
Revenue Line Won Rate	The Revenue Line Win rate. This metric is computed as follows: 100 * # of Won Opportunity Revenue Lines/# of Won+Lost Opportunity Revenue Lines
Weighted Open Opportunity Line Revenue	The total Weighted Opportunity Line Revenue. This metric is computed as follows: Open Opportunity Revenue * Win Probability
Won Competitive Opportunity Line Revenue	The total Won Opportunity Line Revenue with atleast one competitor
Won Opportunity Line Non-Recurring Revenue	The total Won Opportunity Line Non-Recurring Revenue (Revenue Status = Won)
Won Opportunity Line Recurring Revenue	The total Won Opportunity Line Recurring Revenue (Revenue Status = Won)
Won Opportunity Line Revenue	The total Won Opportunity Line Revenue (Revenue Status = Won)
Won Opportunity Line Usage Revenue	The total Won Opportunity Line Usage Revenue (Revenue Status = Won)
Average Revenue Line Discount %	The Average Revenue Line Discount Percentage.

CX - Opportunity Revenue Line Snapshot

This table describes the Opportunity Revenue Line Snapshot metrics.

These metrics are used in the Document Currency (DC), CX Currency (CC), and Analytics Currency (AC) fact folders in this subject area. Document Currency is the currency used while entering the data in the application. CX Currency is the currency defined in Oracle CRM. Analytics Currency is the currency defined in the application. Analytics Currency and Exchange Rate Type are configured during product implementation. The Exchange Rate date basis uses the Opportunity Expected Close Date to convert to analytics currency. Metrics in these folders show amounts in their respective currencies.

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Metric	Metric Definition
# of Competitive Opportunity Revenue Lines	The total Opportunity Revenue Lines with atleast one Competitor
# of Expired Opportunity Revenue Lines	The total Expired Opportunity Revenue Lines with atleast one Competitor
# of Lost Competitive Opportunity Revenue Lines	The total Lost Opportunity Revenue Lines with atleast one Competitor
# of Lost Opportunity Revenue Lines	The total Lost Opportunity Revenue Lines (Revenue Status = Lost)
# of No Sale Competitive Opportunity Revenue Lines	The total No Sale Opportunity Revenue Lines with atleast one Competitor
# of No Sale Opportunity Revenue Lines	The total No Sale Opportunity Revenue Lines (Revenue Status = No Sale)
# of Open Competitive Opportunity Revenue Lines	The total Open Opportunity Revenue Lines with atleast one Competitor
# of Open Opportunity Revenue Lines	The total Open Opportunity Revenue Lines (Revenue Status = Open)
# of Opportunity Revenue Lines	The total Opportunity Revenue Lines
# of Raw Opportunity Revenue Lines	The total Raw Opportunity Revenue Lines
# of Won Competitive Opportunity Revenue Lines	The total Won Opportunity Revenue Lines with atleast one Competitor
# of Won Opportunity Revenue Lines	The total Won Opportunity Revenue Lines (Revenue Status = Won)
% Change Average Won Opportunity Line Revenue Same Time Last Period	The % change in Average Won Opportunity Line Revenue compared to the Last Period, at this time
% Change Average Won Opportunity Line Revenue Same Time Last Quarter	The % change in Average Won Opportunity Line Revenue compared to the Last Quarter, at this time
% Change Average Won Opportunity Line Revenue Same Time Last Year	The % change in Average Won Opportunity Line Revenue compared to the Last Year, at this time
% Change Lost Opportunity Line Revenue Same Time Last Period	The % change in Lost Opportunity Line Revenue compared to the Last Period, at this time
% Change Lost Opportunity Line Revenue Same Time Last Quarter	The % change in Lost Opportunity Line Revenue compared to the Last Quarter, at this time
% Change Lost Opportunity Line Revenue Same Time Last Year	The % change in Lost Opportunity Line Revenue compared to the Last Year, at this time
% Change No Sale Opportunity Line Revenue Same Time Last Period	The % change in No Sale Opportunity Line Revenue compared to the Last Period, at this time
% Change No Sale Opportunity Line Revenue Same Time Last Quarter	The % change in No Sale Opportunity Line Revenue compared to the Last Quarter, at this time
% Change No Sale Opportunity Line Revenue Same Time Last Year	The % change in No Sale Opportunity Line Revenue compared to the Last Year, at this time
% Change Open Opportunity Line Revenue Same Time Last Period	The % change in Open Opportunity Line Revenue compared to the Last Period, at this time
% Change Open Opportunity Line Revenue Same Time Last Quarter	The % change in Open Opportunity Line Revenue compared to the Last Quarter, at this time
% Change Open Opportunity Line Revenue Same Time Last Year	The % change in Open Opportunity Line Revenue compared to the Last Year, at this time
% Change Weighted Open Opportunity Line Revenue Same Time Last Period	The % change in Weighted Open Opportunity Line Revenue compared to the Last Period, at this time
% Change Weighted Open Opportunity Line Revenue Same Time Last Quarter	The % change in Weighted Open Opportunity Line Revenue compared to the Last Quarter, at this time
% Change Weighted Open Opportunity Line Revenue Same Time Last Year	The % change in Weighted Open Opportunity Line Revenue compared to the Last Year, at this time

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Metric	Metric Definition
% Change Won Opportunity Line Revenue Same Time Last Period	The % change in Won Opportunity Line Revenue compared to the Last Period, at this time
% Change Won Opportunity Line Revenue Same Time Last Quarter	The % change in Won Opportunity Line Revenue compared to the Last Quarter, at this time
% Change Won Opportunity Line Revenue Same Time Last Year	The % change in Won Opportunity Line Revenue compared to the Last Year, at this time
Average # of Days Open	The average number of days an Opportunity Revenue Line is Open. This metric is computed as follows: (Current Date - Open Opportunity Revenue Line Creation Date)/# of Open Opportunity Revenue Lines)
Average Age of Lost Opportunity Revenue Lines	The average age of the Lost Opportunity Revenue Lines. This metric is computed as follows: sum(Lost Revenue Line Close Date - Lost Revenue Line Created Date))/# of Lost Opportunity Revenue Lines
Average Age of No Sale Opportunity Revenue Lines	The average age of the No Sale Opportunity Revenue Lines (sum(No Sale Revenue Line Close Date - No Sale Revenue Line Created Date))/# of No Sale Opportunity Revenue Lines
Average Age of Opportunity Revenue Lines	The average age of the Opportunity Revenue Lines. This metric is computed as follows: sum(Won/Lost/No Sale Revenue Line Close Date - Won/Lost/No Sale Revenue Line Created Date))/# of Won+Lost+No Sale Opportunity Revenue Lines
Average Age of Won Opportunity Revenue Lines	The average age of the Won Opportunity Revenue Lines. This metric is computed as follows: sum(Won Revenue Line Close Date - Won Revenue Line Created Date))/# of Won Opportunity Revenue Lines
Average Won Opportunity Line Revenue	The average Won Opportunity Line Revenue. This metric is computed as follows: Won Opportunity Line Revenue/# of Won Opportunity Revenue Lines
Competitive Opportunity Line Revenue	The total Opportunity Line Revenue with atleast one competitor
Expected Opportunity Line Revenue	The total Expected Opportunity Line Revenue
Expired Opportunity Line Revenue	The total Expired Opportunity Line Revenue (status = Open and Current Date > Expected Close date for Revenue Line)
Lost Competitive Opportunity Line Revenue	The total Lost Opportunity Line Revenue with atleast one competitor
Lost Opportunity Line Revenue	The total Lost Opportunity Line Revenue (Revenue Status = Lost)
No Sale Competitive Opportunity Line Revenue	The total No Sale Opportunity Line Revenue with atleast one competitor
No Sale Opportunity Line Revenue	The total No Sale Opportunity Line Revenue (Revenue Status = No Sale)
Open Competitive Opportunity Line Revenue	The total Open Opportunity Line Revenue with atleast one competitor
Open Opportunity Line Revenue	The total Open Opportunity Line Revenue (Revenue Status = Open)
Opportunity Line Revenue	The total Opportunity Line Revenue
Opportunity Line Split Revenue	The total Opportunity Line Split Revenue
Raw Opportunity Line Revenue	The total Raw Opportunity Line Revenue
Revenue Line Competitive Conversion Rate	The Competitive Revenue Line conversion rate. This metric is computed as follows: 100 * # of Won Competitive Revenue Lines/# of Competitive Opportunity Revenue Lines

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Metric	Metric Definition
Revenue Line Competitive Loss Rate	The Competitive Revenue Line Loss rate. This metric is computed as follows: 100 * # of Lost competitive Revenue Lines/# of Won+Lost Competitive Revenue Lines
Revenue Line Competitive Won Rate	The Competitive Revenue Line Win rate. This metric is computed as follows: 100 * # of Won Competitive Revenue Lines/# of Competitive Won+Lost Opportunity Revenue Lines
Revenue Line Conversion Rate	The Revenue Line conversion rate. This metric is computed as follows: 100 * # of Won Opportunity Revenue Lines/# of Opportunity Revenue Lines
Revenue Line Loss Rate	The Revenue Line Loss rate. This metric is computed as follows: 100 * # of Lost Opportunity Revenue Lines/# of Won+Lost Opportunity Revenue Lines
Revenue Line Won Rate	The Revenue Line Win rate. This metric is computed as follows: 100 * # of Won Opportunity Revenue Lines/# of Won+Lost Opportunity Revenue Lines
Weighted Open Opportunity Line Revenue	The total Weighted Opportunity Line Revenue. This metric is computed as follows: Open Opportunity Revenue * Win Probability
Won Competitive Opportunity Line Revenue	The total Won Opportunity Line Revenue with atleast one competitor
Won Opportunity Line Revenue	The total Won Opportunity Line Revenue (Revenue Status = Won)
# of Changes to Expected Enterprise Line Close Date	The total number of times the Revenue Line Expected Close Date has been changed in its lifecycle till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the date has been changed 10 times in total during the lifetime of the Revenue Line, and 2 times in Q2, then this will show 10 and not the count of date changes in the chosen snapshot period. (Note - This metric depends on the snapshot frequency e.g. if the snapshot frequency is weekly, and there are multiple changes done before the weekly snapshot is taken, those cannot be captured).
# of Changes to Expected Enterprise Line Close Period	The total number of times the Revenue Line Expected Close Period has been changed in its lifecycle till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the period has been changed 10 times in total during the lifetime of the Revenue Line, and 2 times in Q2, then this will show 10 and not the count of period changes in the chosen snapshot period. (Note - this depends on the snapshot frequency e.g. If the snapshot frequency is weekly, and there are multiple changes done before the weekly snapshot is taken, those cannot be captured).
# of Changes to Expected Enterprise Line Close Quarter	The total number of times the Revenue Line Expected Close Quarter has been changed in its lifecycle till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the quarter has been changed 10 times in total during the lifetime of the Revenue Line, and 2 times in Q2, then this will show 10 and not the count of quarter changes in the chosen snapshot period. (Note - this depends on the snapshot frequency e.g. If the snapshot frequency is weekly, and there are multiple changes done before the weekly snapshot is taken, those cannot be captured).

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Metric	Metric Definition
# of Changes to Expected Enterprise Line Close Year	The total number of times the Revenue Line Expected Close Year has been changed in its lifecycle till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the year has been changed 10 times in total during the lifetime of the Revenue Line, and 2 times in Q2, then this will show 10 and not the count of year changes in the chosen snapshot period. (Note - this depends on the snapshot frequency e.g. If the snapshot frequency is weekly, and there are multiple changes done before the weekly snapshot is taken, those cannot be captured).
# of Revenue Lines moved out in the selected snapshot period	The total Revenue Lines moved out of the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those revenue lines that were moved out in Q1 will be shown.
# of Revenue Lines moved out by 1 period in the selected snapshot period	The total Revenue Lines moved out by 1 period from the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those revenue lines that were moved out in Q1 to Q2 will be shown.
# of Revenue Lines moved out by 2 periods in the selected snapshot period	The total Revenue Lines moved out by 2 periods from the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those revenue lines that were moved out in Q1 to Q3 will be shown.
# of Revenue Lines moved out by 3 periods in the selected snapshot period	The total Revenue Lines moved out by 3 periods from the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those revenue lines that were moved out in Q1 to Q4 will be shown.
# of New Revenue Lines added in the selected snapshot period	The total New Revenue Lines added to selected time period when the snapshot was taken. Note: This data is for the selected snapshot period. e.g. If Q2 is the snapshot quarter chosen, the revenue lines newly added in Q2 will be shown. (Note: When a snapshot is scheduled newly, all the Opportunities would show up as New Opportunities for the first snapshot)
# of Existing Revenue Lines added in the selected snapshot period	The total Existing Revenue Lines added to the selected time period when the snapshot was taken. Note: This data is for the selected snapshot period. e.g. If Q2 is the snapshot quarter chosen, the existing revenue lines added in Q2 will be shown.
# of Revenue Lines added in the selected snapshot period	The total Revenue Lines added to the selected time period when the snapshot was taken. Note: This data is for the selected snapshot period. e.g. If Q2 is the snapshot quarter chosen, the total revenue lines added in Q2 will be shown.
# of times Revenue Line Amount Changed	The total number of times the Revenue Line Expected Amount has been changed till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the revenue amount has been changed 10 times in total during the lifetime of the Revenue Line, and 2 times in Q2, then this will show 10 and not the count of date changes in the chosen snapshot period.

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Metric	Metric Definition
# of times Revenue Line Amount Increased	The total number of times the Revenue Line Expected Amount has been increased till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the revenue amount has been increased 10 times in total during the lifetime of the Revenue Line, and 2 times in Q2, then this will show 10 and not the count of amount increases in the chosen snapshot period.
# of times Revenue Line Amount Decreased	The total number of times the Revenue Line Expected Amount has been decreased till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the revenue amount has been decreased 10 times in total during the lifetime of the Revenue Line, and 2 times in Q2, then this will show 10 and not the count of amount decreases in the chosen snapshot period.

CX - Opportunity Snapshot

This table describes the Opportunity Snapshot Metrics.

Metric	Metric Definition
# of Accounts with Won Opportunities	The total Accounts with Won Opportunities
# of Competitive Lost Opportunities	The total Lost Opportunities with atleast one Competitor
# of Competitive No Sale Opportunities	The total No Sale Opportunities with atleast one Competitor
# of Competitive Open Opportunities	The total Open Opportunities with atleast one Competitor
# of Competitive Opportunities	The total Opportunities with atleast one Competitor
# of Competitive Won Opportunities	The total Won Opportunities with atleast one Competitor
# of Expired Opportunities	The total Expired Opportunities (Opportunity Status = Open, Current Date > Opportunity Expected Close Date)
# of Lost Opportunities	The total Lost Opportunities in the system (Opportunity Status = Lost)
# of No Sale Opportunities	The total No Sale Opportunities in the system (Opportunity Status = No Sale)
# of Open Opportunities	The total Open Opportunities in the system (Opportunity Status = Open)
# of Opportunities	The total Opportunities
# of Won Opportunities	The total Won Opportunities in the system (Opportunity Status = Won)
Average # of Days Open	Average number of days the Opportunity is Open. This metric is computed as follows: Total days the Opportunity is Open/# of Open Opportunities
Average # of Days to Close	Average number of days to Close an Opportunity. This metric is computed as follows: Total days needed to close Opportunities/# of closed Opportunities
Average Age of Closed Opportunities	Average Age of Closed Opportunities. This metric is computed as follows: Total Closed Opportunities Age/# of Closed Opportunities
Average Age of Lost Opportunities	Average Age of Lost Opportunities. This metric is computed as follows: Total Lost Opportunities Age/# of Lost Opportunities
Average Age of No Sale Opportunities	Average Age of No Sale Opportunities. This metric is computed as follows: Total No Sale Opportunities Age/ number of No Sale Opportunities

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Metric	Metric Definition
Average Age of Won Opportunities	Average Age of Won Opportunities. This metric is computed as follows: Total Won Opportunities Age/# of Won Opportunities
Average Opportunity Win Probability	Average probability to Win the Opportunity. This metric is computed as follows: Total win probabilities/# of Opportunities
Competitive Loss Rate	Rate of Losing Competitive Opportunities. This metric is computed as follows: 100 * Total Competitive Lost Opportunities/Total Competitive Closed Opportunities
Competitor Conversion Rate	Rate of Converting Competitive Opportunities. This metric is computed as follows: 100 * Total Competitive Won Opportunities/Total Competitive Opportunities
Competitor Win Rate	Rate of Winning Competitive Opportunities. This metric is computed as follows: 100 * Total Competitive Won Opportunities/Total Competitive Won and Lost Opportunities
Conversion Rate	Rate of Converting Opportunities. This metric is computed as follows: 100 * Total Won Opportunities/Total Opportunities
Loss Rate	Rate of Losing Opportunities. This metric is computed as follows: 100 * Total Lost Opportunities/Total Won and Lost Opportunities
Win Rate	Rate of Winning Opportunities. This metric is computed as follows: 100 * Total Won Opportunities/Total Won and Lost Opportunities
# of Changes to Expected Enterprise Close Date	The total number of times the Opportunity Expected Close Date has been changed in its lifecycle till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the Date has been changed 10 times in total during the lifetime of the Opportunity, and 2 times in Q2, then this will show 10 and not the count of Date changes only in the chosen snapshot period. (Note - this depends on the snapshot frequency e.g. If the snapshot frequency is weekly, and there are multiple changes done before the weekly snapshot is taken, those cannot be captured)
# of Changes to Expected Enterprise Close Period	The total number of times the Opportunity Expected Close Period has been changed in its lifecycle till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the Period has been changed 10 times in total during the lifetime of the Opportunity, and 2 times in Q2, then this will show 10 and not the count of Period changes only in the chosen snapshot period. (Note - this depends on the snapshot frequency e.g. If the snapshot frequency is weekly, and there are multiple changes done before the weekly snapshot is taken, those cannot be captured)
# of Changes to Expected Enterprise Close Quarter	The total number of times the Opportunity Expected Close Quarter has been changed in its lifecycle till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the Quarter has been changed 10 times in total during the lifetime of the Opportunity, and 2 times in Q2, then this will show 10 and not the count of Quarter changes only in the chosen snapshot period. (Note - this depends on the snapshot frequency e.g. If the snapshot frequency is weekly, and there are multiple changes done before the weekly snapshot is taken, those cannot be captured)

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Metric	Metric Definition
# of Changes to Expected Enterprise Close Year	The total number of times the Opportunity Expected Close Year has been changed in its lifecycle till the end of the selected snapshot period. e.g. If Q2 is the snapshot quarter selected, and if the Year has been changed 10 times in total during the lifetime of the Opportunity, and 2 times in Q2, then this will show 10 and not the count of Year changes only in the chosen snapshot period. (Note - this depends on the snapshot frequency e.g. If the snapshot frequency is weekly, and there are multiple changes done before the weekly snapshot is taken, those cannot be captured)
# of Opportunities moved out in the selected snapshot period	The total Opportunities moved out of the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those revenue lines that were moved out in Q1 will be shown.
# of Opportunities moved out by 1 period in the selected snapshot period	The total Opportunities moved out by 1 period from the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those revenue lines that were moved out in Q1 to Q2 will be shown.
# of Opportunities moved out by 2 periods in the selected snapshot period	The total Opportunities moved out by 2 periods from the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those revenue lines that were moved out in Q1 to Q3 will be shown.
# of Opportunities moved out by 3 periods in the selected snapshot period	The total Opportunities moved out by 3 periods from the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those revenue lines that were moved out in Q1 to Q4 will be shown.
# of Opportunities added in the selected snapshot period	The total Opportunities added in the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those Opportunities that were added in Q1 will be shown.
# of New Opportunities added in the selected snapshot period	The total New Opportunities added in the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those New Opportunities that were added in Q1 will be shown. (When a snapshot is scheduled newly, all the Opportunities would show up as New Opportunities for the first snapshot)
# of Existing Opportunities added in the selected snapshot period	The total Existing Opportunities added in the selected snapshot period. Note: This data is for the selected snapshot period. e.g. If Q1 is the snapshot quarter chosen, only those Existing Opportunities from other quarters and added in Q1 will be shown. Any new Opportunities created during Q1 period will not be included here.

CX - Opportunity Stage Progression

This table describes the Opportunity Stage Progression Metrics.

Metric	Metric Definition
# of Opportunities	The total Opportunities
# of Opportunities Across Stages	The total Opportunities across Stages
# of Progressed Opportunities	The total Progressed Opportunities

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Metric	Metric Definition
% Opportunities by Stage	The % of Opportunities in a stage of the total Opportunities
% Progressed	The Progressed Opportunity Percentage. This metric is computed as follows: # of Progressed Opportunities/# of Opportunities Across Stages
Average # of Days in Stage	The average number of days in a Sales stage. This metric is computed as follows: sum of days in stage/# of Opportunities
Average # of Days Stalled in Stage	The average number of stalled days in a Sales stage. This metric is computed as follows: sum of stalled days/# of Opportunities
Conversion Rate	The rate of converting Opportunities.This metric is computed as follows: 100 * # of Won Opportunities/# of Opportunities
Loss Rate	The rate of losing Opportunities.This metric is computed as follows: 100 * # of Lost opportunities/# of Won+Lost Opportunities
Win Rate	The rate of winning Opportunities. This metric is computed as follows: 100 * # of Won opportunities/# of Won+Lost Opportunities
Average # of Days in Current Stage for Open Opportunities	Average number of days open opportunities have spent in their current sales stage, measured from stage entry to the reporting date.
Average # of Days in Stage for Closed Won Opportunities	Average number of days spent in a sales stage by opportunities with a Closed Won outcome.
Average # of Days in Stage for Closed Lost Opportunities	Average number of days spent in a sales stage by opportunities with a Closed Lost outcome.
Average # of Days in Stage for Closed No Sale Opportunities	Average number of days spent in a sales stage by opportunities with a Closed No Sale outcome.

CX - Service Request

This table describes the Service Request Metrics.

Metric	Metric Definition
# of Closed Critical SRs	The total number of Critical SRs that are in Closed status (status = Closed)
# of Closed SRs	The total number of Closed SRs (status = Closed)
# of Critical SRs	The total number of Critical SRs
# of High Severity SRs	The total number of High severity SRs (severity = High)
# of In Progress Critical SRs	The total number of Critical SRs that are In Progress status
# of In Progress SRs	The total number of in progress SRs (status = In Progress)
# of Initial Resource Assigned SRs	The total number of assigned SRs
# of Internal Resolved Closed SRs	The total number of SRs with Resolved or Closed status
# of Low Severity SRs	The total number of Low severity SRs (severity = Low)
# of Medium Severity SRs	The total number of Medium severity SRs (severity = Medium)
# of New Critical SRs	The total number of Critical SRs that are in New status
# of New SRs	The total number of new SRs (status = New)
# of Open Critical SRs	The total number of Critical SRs that are Open (status = In Progress, New and Waiting)
# of Open High Severity Critical SRs	The total number of Critical SRs that are High severity and Open (status = In Progress, New and Waiting)

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Metric	Metric Definition
# of Open SRs	The total number of Open SRs (status = In Progress, New and Waiting)
# of Raw SRs	The total SRs in the sytem including the deleted ones (delete flag = Y)
# of Reopened SRs	The total number of SRs that are Reopened
# of Resolved Critical SRs	The total number of Critical SRs that are Resolved (status = Resolved)
# of Resolved SRs	The total number of SRs that are Resolved (status = Resolved)
# of SRs	The total number of SRs
# of SRs Pending Agent Action	The total number of SRs assigned to an Agent having status as In Progress or New
# of SRs Resolved in 24-48 hrs	The total number of SRs that were resolved in between 24-48 hours after they were opened
# of SRs Resolved in under 24 hrs	The total number of SRs that were resolved in under 24 hours after they were opened
# of SRs Transferred	Number of SR's that were transferred
# of Transfers	Number of times the SR's were transferred
# of Unassigned SRs	The total number of SRs that have not been assigned
# of Waiting Critical SRs	The total number of Critical SRs that are in Queue and waiting to be assigned (status = Waiting)
# of Waiting SRs	The total number of SRs that are in Queue and waiting to be assigned (status = Waiting)
% Reopened SRs	The % of now Closed SRs that were Reopened in SR lifecycle. This metric is computed as follows: (# of Reopened SRs that are in Closed state/# of Closed SRs)*100
% SRs Transferred	The total percentage of SR's that were transferred. This metric is computed as follows: 100*(# of SRs Transferred/# of SRs)
Average # of Transfers	The average number of times SR's were transferred. This metric is computed as follows: (# of Transfers/# of SRs Transferred)
Average Open SR Age (Days)	The average number of days a SRs is Open
Average Time to Assign to Resource(Days)	The average number of days to assign a resource to the SRs
Average Time to Assign to Resource(Hours)	The average number of hours to assign a resource to the SRs
Average Time to Assign to Resource(Mins)	The average number of minutes to assign a resource to the SRs
Average Time to Close (Days)	The average days to close the SRs
Average Time to Close (Hours)	The average hours to close the SRs
Average Time to Close (Mins)	The average minutes to close the SRs
Average Time to Resolve (Days)	The average days to resolve the SRs
Average Time to Resolve (Hours)	The average hours to resolve the SRs
Average Time to Resolve (Mins)	The average minutes to resolve the SRs
Open SR Age (Days)	# of days since the SR was reported (doesn't apply for Closed/Resolved SRs)
SR Resolution Rate	The SRs Resolution rate. This metric is computed as follows: 100 * # of Resolved + Closed SRs/# of SRs
Total Time to Assign to Queue (Days)	The total number of days to assign a SRs to a Queue
Total Time to Assign to Queue (Hours)	The total number of hours to assign a SRs to a Queue

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Metric	Metric Definition
Total Time to Assign to Queue (Mins)	The total number of minutes to assign a SRs to a Queue
Total Time to Assign to Resource(Days)	The total number of days to assign a resource to SRs
Total Time to Assign to Resource(Hours)	The total number of hours to assign a resource to SRs
Total Time to Assign to Resource(Mins)	The total number of minutes to assign a resource to SRs
Total Time to Close (Days)	The total number of days to close the SRs
Total Time to Close (Hours)	The total number of hours to close the SRs
Total Time to Close (Mins)	The total number of minutes to close the SRs
Total Time to Resolve (Days)	The total number of days to resolve a SRs
Total Time to Resolve (Hours)	The total number of hours to resolve a SRs
Total Time to Resolve (Mins)	The total number of minutes to resolve a SRs

CX - Service Request Lifecycle

This table describes the B2B Service Request Lifecycle metrics.

Metric	Metric Definition
# of Distinct SR Assignees	The number of distinct resources an SR has been assigned to.
# of Distinct SR Queues Assigned	The number of distinct Queues the SR has been assigned to. (The initial Queue assignment is also counted).
# of Raw SRs (Lifecycle)	The total number of SRs tracked for Lifecycle changes, including the deleted SRs..
# of SR Lifecycle Changes	The total updates made to the SR (changes to Status, Severity, Queue assignment, and Resource Assignment).
# of SR Queue Assignments	The number of Queues the SR has been assigned to. (The initial Queue assignment and multiple assignments to the same queue is counted).
# of SR Reopen Events	The number of times an SR has been reopened (after being resolved).
# of SR Resource Assignments	The number of resources an SR has been assigned to (multiple assignations to the same resource are counted).
# of SR Status Change Events	The number of times (occurrences) the SR status changes..
# of SRs (Lifecycle)	The total number of SRs tracked for Lifecycle changes.
Average # of Distinct SR Assignees	The average number of distinct SR Assignees. This metric is calculated as follows: # of Distinct SR Assignees / # of SRs with at least one assignee.
Average # of Distinct SR Queues Assigned	The average number of distinct SR Queues. This metric is calculated as follows: # of Distinct SR Queues Assigned / # of SRs with Queue.
Average # of SR Queue Assignments	The average number of SR Queues. This metric is calculated as follows: # of SR Queues Assigned / # of SRs with Queue.
Average # of SR Resource Assignments	The average number of SR Resource Assignments. This metric is calculated as follows: # of SR Resource Assignments / # of SRs with at least one assignee.
Average Duration as High Severity SR (Days)	The total Duration as High Severity SR (Days) averaged over # of High Severity SRs. This metric is calculated as follows: Total Duration as High Severity SR (Days) / # of High Severity SRs.

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Metric	Metric Definition
Average Duration as High Severity SR (Hours)	The total Duration as High Severity SR (Hours) averaged over # of High Severity SRs. This metric is calculated as follows: Total Duration as High Severity SR (Hours) / # of High Severity SRs.
Average Duration as High Severity SR (Minutes)	The total Duration as High Severity SR (Minutes) averaged over # of High Severity SRs. This metric is calculated as follows: Total Duration as High Severity SR (Minutes) / # of High Severity SRs.
Average Duration as In Progress SR (Days)	The total Duration as In Progress SR (Days) averaged over # of In Progress SRs. This metric is calculated as follows: Total Duration as In Progress SR (Days) / # of In Progress SRs.
Average Duration as In Progress SR (Hours)	The total Duration as In Progress SR (Hours) averaged over # of In Progress SRs. This metric is calculated as follows: Total Duration as In Progress SR (Hours) / # of In Progress SRs.
Average Duration as In Progress SR (Minutes)	The total Duration as In Progress SR (Minutes) averaged over # of In Progress SRs. This metric is calculated as follows: Total Duration as In Progress SR (Minutes) / # of In Progress SRs.
Average Duration as Low Severity SR (Days)	The total Duration as Low Severity SR (Days) averaged over # of Low Severity SRs. This metric is calculated as follows: Total Duration as Low Severity SR (Days) / # of Low Severity SRs.
Average Duration as Low Severity SR (Hours)	The total Duration as Low Severity SR (Hours) averaged over # of Low Severity SRs. This metric is calculated as follows: Total Duration as Low Severity SR (Hours) / # of Low Severity SRs.
Average Duration as Low Severity SR (Minutes)	The total Duration as Low Severity SR (Minutes) averaged over # of Low Severity SRs. This metric is calculated as follows: Total Duration as Low Severity SR (Minutes) / # of Low Severity SRs.
Average Duration as Medium Severity SR (Days)	The total Duration as Medium Severity SR (Days) averaged over # of Medium Severity SRs. This metric is calculated as follows: Total Duration as Medium Severity SR (Days) / # of Medium Severity SRs.
Average Duration as Medium Severity SR (Hours)	The total Duration as Medium Severity SR (Hours) averaged over # of Medium Severity SRs. This metric is calculated as follows: Total Duration as Medium Severity SR (Hours) / # of Medium Severity SRs.
Average Duration as Medium Severity SR (Minutes)	The total Duration as Medium Severity SR (Minutes) averaged over # of Medium Severity SRs. This metric is calculated as follows: Total Duration as Medium Severity SR (Minutes) / # of Medium Severity SRs.
Average Duration as New SR (Days)	The total Duration as New SR (Days) averaged over # of New SRs. This metric is calculated as follows: Total Duration as New SR (Days) / # of New SRs.
Average Duration as New SR (Hours)	The total Duration as New SR (Hours) averaged over # of New SRs. This metric is calculated as follows: Total Duration as New SR (Hours) / # of New SRs.
Average Duration as New SR (Minutes)	The total Duration as New SR (Minutes) averaged over # of New SRs. This metric is calculated as follows: Total Duration as New SR (Minutes) / # of New SRs.

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Metric	Metric Definition
Average Duration as Resolved SR until Reopen (Days)	The total Duration as Resolved SR until Reopen (Days) averaged over # of re - opened SRs. This metric is calculated as follows: Total Duration as Resolved SR until Reopen (Days) / # of Resolved SR until Reopen.
Average Duration as Resolved SR until Reopen (Hours)	The total Duration as Resolved SR until Reopen (Hours) averaged over # of re - opened SRs. This metric is calculated as follows: Total Duration as Resolved SR until Reopen (Hours) / # of Resolved SR until Reopen.
Average Duration as Resolved SR until Reopen (Minutes)	The total Duration as Resolved SR until Reopen (Minutes) averaged over # of re - opened SRs. This metric is calculated as follows: Total Duration as Resolved SR until Reopen (Minutes) / # of Resolved SR until Reopen.
Average Duration as Waiting SR (Days)	The total Duration as Waiting SR (Days) averaged over # of Waiting SRs. This metric is calculated as follows: Total Duration as Waiting SR (Days) / # of Waiting SRs.
Average Duration as Waiting SR (Hours)	The total Duration as Waiting SR (Hours) averaged over # of Waiting SRs.. This metric is calculated as follows: Total Duration as Waiting SR (Hours) / # of Waiting SRs.
Average Duration as Waiting SR (Minutes)	The total Duration as Waiting SR (Minutes) averaged over # of Waiting SRs. This metric is calculated as follows: Total Duration as Waiting SR (Minutes) / # of Waiting SRs.
Average Duration in SR Queue (Days)	The total Duration in SR Queue (Days) averaged over # of SRs that have traversed that queue. This metric is calculated as follows: Total Duration in SR Queue (Days) / # of SRs in Queue .
Average Duration in SR Queue (Hours)	The total Duration in SR Queue (Hours) averaged over # of SRs that have traversed that queue. This metric is calculated as follows: Total Duration in SR Queue (Hours) / # of SRs in Queue .
Average Duration in SR Queue (Minutes)	The total Duration in SR Queue (Days) averaged over # of SRs that have traversed that queue. This metric is calculated as follows: Total Duration in SR Queue (Minutes) / # of SRs in Queue .
Average Duration of SR Lifecycle Change (Days)	The average duration in days that an SR is with a particular status / severity / queue / resource. The metric assumes meaning seen in context of one of status, severity, queue or resource. This metric is calculated as follows: Total Duration of SR Lifecycle Change (Days) / # of SRs tracked for Lifecycle changes.
Average Duration of SR Lifecycle Change (Hours)	The average duration in hours that an SR is with a particular status / severity / queue / resource. The metric assumes meaning seen in context of one of status, severity, queue or resource. This metric is calculated as follows: Total Duration of SR Lifecycle Change (Hours) / # of SRs tracked for Lifecycle changes.
Average Duration of SR Lifecycle Change (Minutes)	The average duration in minutes that an SR is with a particular status / severity / queue / resource. The metric assumes meaning seen in context of one of status, severity, queue or resource. This metric is calculated as follows: Total Duration of SR Lifecycle Change (Minutes) / # of SRs tracked for Lifecycle changes.
Average Duration SR Unassigned to Assignee (Days)	The total duration an SR is Unassigned to any Assignee (Days). This metric is calculated as follows: Total Duration SR Unassigned to Assignee (Days) / # of SRs not assigned to an Assignee (SRs where the Assignee field is blank).

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Metric	Metric Definition
Average Duration SR Unassigned to Assignee (Hours)	The total duration an SR is Unassigned to any Assignee (Hours). This metric is calculated as follows: Total Duration SR Unassigned to Assignee (Hours) / # of SRs not assigned to an Assignee (SRs where the Assignee field is blank).
Average Duration SR Unassigned to Assignee (Minutes)	The total duration an SR is Unassigned to any Assignee (Minutes). This metric is calculated as follows: Total Duration SR Unassigned to Assignee (Minutes) / # of SRs not assigned to an Assignee (SRs where the Assignee field is blank).
Average Duration SR Unassigned to Queue (Days)	The total duration an SR is Unassigned to any Queue (Days). This metric is calculated as follows: Total Duration SR Unassigned to Queue (Days) / # of SRs not assigned to a Queue (SRs where the Queue field is blank).
Average Duration SR Unassigned to Queue (Hours)	The total duration an SR is Unassigned to any Queue (Hours). This metric is calculated as follows: Total Duration SR Unassigned to Queue (Hours) / # of SRs not assigned to a Queue (SRs where the Queue field is blank).
Average Duration SR Unassigned to Queue (Minutes)	The total duration an SR is Unassigned to any Queue (Minutes). This metric is calculated as follows: Total Duration SR Unassigned to Queue (Minutes) / # of SRs not assigned to a Queue (SRs where the Queue field is blank).
Average Duration with SR Assignee (Days)	The total Duration with SR Assignee (Days) averaged over # of SRs assigned to the resource at least once. This metric is calculated as follows: Total Duration with SR Assignee (Days) / # of SRs with Assignees.
Average Duration with SR Assignee (Hours)	The total Duration with SR Assignee (Hours) averaged over # of SRs assigned to the resource at least once. This metric is calculated as follows: Total Duration with SR Assignee (Hours) / # of SRs with Assignees.
Average Duration with SR Assignee (Minutes)	The total Duration with SR Assignee (Minutes) averaged over # of SRs assigned to the resource at least once. This metric is calculated as follows: Total Duration with SR Assignee (Minutes) / # of SRs with Assignees.
Maximum Change End Date	The End time of association of an SR with a tracked attribute such as Assignee, Queue, Severity, Status or Status Type..
Minimum Change Start Date	The Start time of association of an SR with a tracked attribute such as Assignee, Queue, Severity, Status or Status Type..
Total Duration as High Severity SR (Days)	The total duration in days that SR Severity is High (Sev Code = ORA_SVC_SEV1).
Total Duration as High Severity SR (Hours)	The total duration in hours that SR Severity is High (Sev Code = ORA_SVC_SEV1).
Total Duration as High Severity SR (Minutes)	The total duration in minutes that SR Severity is High (Sev Code = ORA_SVC_SEV1).
Total Duration as In Progress SR (Days)	The total duration in days that an SR is in any status that belongs to 'In Progress' Status Type..
Total Duration as In Progress SR (Hours)	The total duration in hours that an SR is in any status that belongs to 'In Progress' Status Type..
Total Duration as In Progress SR (Minutes)	The total duration in minutes that an SR is in any status that belongs to 'In Progress' Status Type..
Total Duration as Low Severity SR (Days)	The total duration in days that SR Severity is Low (Sev Code = ORA_SVC_SEV3).
Total Duration as Low Severity SR (Hours)	The total duration in hours that SR Severity is Low (Sev Code = ORA_SVC_SEV3).

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Metric	Metric Definition
Total Duration as Low Severity SR (Minutes)	The total duration in minutes that SR Severity is Low (Sev Code = ORA_SVC_SEV3).
Total Duration as Medium Severity SR (Days)	The total duration in days that SR Severity is Medium (Sev Code = ORA_SVC_SEV2).
Total Duration as Medium Severity SR (Hours)	The total duration in hours that SR Severity is Medium (Sev Code = ORA_SVC_SEV2).
Total Duration as Medium Severity SR (Minutes)	The total duration in minutes that SR Severity is Medium (Sev Code = ORA_SVC_SEV2).
Total Duration as New SR (Days)	The total duration in days that an SR is in any status that belongs to 'New' Status Type..
Total Duration as New SR (Hours)	The total duration in hours that an SR is in any status that belongs to 'New' Status Type..
Total Duration as New SR (Minutes)	The total duration in minutes that an SR is in any status that belongs to 'New' Status Type..
Total Duration as Resolved SR until Reopen (Days)	The total duration in days that an SR is in any status that belongs to 'Resolved' Status type until it was reopened. (applicable only for a reopened SR).
Total Duration as Resolved SR until Reopen (Hours)	The total duration in hours that an SR is in any status that belongs to 'Resolved' Status type until it was reopened. (applicable only for a reopened SR).
Total Duration as Resolved SR until Reopen (Minutes)	The total duration in minutes that an SR is in any status that belongs to 'Resolved' Status type until it was reopened. (applicable only for a reopened SR).
Total Duration as Waiting SR (Days)	The total duration in days that an SR is in any status that belongs to 'Waiting' Status Type..
Total Duration as Waiting SR (Hours)	The total duration in hours that an SR is in any status that belongs to 'Waiting' Status Type..
Total Duration as Waiting SR (Minutes)	The total duration in minutes that an SR is in any status that belongs to 'Waiting' Status Type..
Total Duration in SR Queue (Days)	The total duration in days that an SR stays in any specific queue.
Total Duration in SR Queue (Hours)	The total duration in hours that an SR stays in any specific queue.
Total Duration in SR Queue (Minutes)	The total duration in minutes that an SR stays in any specific queue.
Total Duration of SR Lifecycle Change (Days)	The total duration in days that an SR is resident in a specific status / severity / queue / resource. The metric assumes meaning seen in context of one of status, severity, queue or resource..
Total Duration of SR Lifecycle Change (Hours)	The total duration in hours that an SR is resident in a specific status / severity / queue / resource. The metric assumes meaning seen in context of one of status, severity, queue or resource..
Total Duration of SR Lifecycle Change (Minutes)	The total duration in minutes that an SR is resident in a specific status / severity / queue / resource. The metric assumes meaning seen in context of one of status, severity, queue or resource..
Total Duration SR Unassigned to Assignee (Days)	The total duration in days that an SR is not assigned to any resource. (Assignee field is blank).
Total Duration SR Unassigned to Assignee (Hours)	The total duration in hours that an SR is not assigned to any resource. (Assignee field is blank).
Total Duration SR Unassigned to Assignee (Minutes)	The total duration in hours that an SR is not assigned to any resource. (Assignee field is blank).

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Metric	Metric Definition
Total Duration SR Unassigned to Queue (Days)	The total duration in days that an SR is not assigned to any Queue. (Queue field is blank).
Total Duration SR Unassigned to Queue (Hours)	The total duration in hours that an SR is not assigned to any Queue. (Queue field is blank).
Total Duration SR Unassigned to Queue (Minutes)	The total duration in minutes that an SR is not assigned to any Queue. (Queue field is blank).
Total Duration with SR Assignee (Days)	The total duration in days that an SR stays with any specific resource / assignee.
Total Duration with SR Assignee (Hours)	The total duration in hours that an SR stays with any specific resource / assignee.
Total Duration with SR Assignee (Minutes)	The total duration in minutes that an SR stays with any specific resource / assignee.
Average Duration of SR Lifecycle Change (Minutes)	The average duration in minutes that an SR is with a particular status / severity / queue / resource. The metric assumes meaning seen in context of one of status, severity, queue or resource. This metric is calculated as follows: Total Duration of SR Lifecycle Change (Minutes) / # of SRs tracked for Lifecycle changes.
Minimum Change Start Date	The Start time of association of an SR with a tracked attribute such as Assignee, Queue, Severity, Status or Status Type.
Maximum Change End Date	The End time of association of an SR with a tracked attribute such as Assignee, Queue, Severity, Status or Status Type.
# of Raw SRs (Lifecycle)	The total number of SRs tracked for Lifecycle changes, including the deleted SRs.

CX - Service Request Milestone

This table describes the B2B Service Request Milestone metrics.

Metric	Metric Definition
# of Active Milestones	The total SR Active Milestones (does not include the Milestones in Cancelled status)
# of Cancelled Milestones	The total SR Milestones that are in Cancelled status. (Milestone status = Cancelled)
# of Completed Compliant Milestones	The total Milestones that have been Completed and are Compliant (Milestone status = Complete and Compliance Flag = Y)
# of Completed Expired Milestones	The total Milestones that have been completed and Expired (Milestone status = Complete and Compliance Flag = N)
# of Completed Milestones	The total Milestones that have been completed (Milestone status = Complete)
# of Compliant Milestones	The total Compliant Milestones (Milestone Status not equal to Cancelled and Compliance Flag not equal to N)
# of Expired Milestones	The total Expired Milestones (Milestone Status not equal to Cancelled and Compliance Flag = N)
# of Milestones	The total SR Milestones including the Milestones in Cancelled status
# of Overdue Time Milestones	The total non-compliant/Overdue Milestones. (Compliance Flag = N). Canceled Milestones are also included in this metric.

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Metric	Metric Definition
# of Raw SRs (Milestone)	The total number of SRs with Milestones including the deleted SRs.
# of SRs	The total number of SRs with Milestones
% Completed Compliant Milestones	The percentage of Completed Compliant milestones. This metric is calculated as follows: 100*(# of Completed Compliant Milestones/# of Completed Milestones)
% Completed Expired Milestones	The percentage of Completed Expired Milestones. This metric is calculated as follows: 100*(# of Completed Expired Milestones/# of Completed Milestones)
% Completed Milestones	The percentage of Completed Milestones. This metric is calculated as follows: 100*(# of Completed Milestones/# of Active Milestones)
% Compliant Milestones	The percentage of Compliant Milestones. This metric is calculated as follows: 100*(# of Compliant Milestones/# of Active Milestones)
% Expired Milestones	The percentage of Expired Milestones. This metric is calculated as follows: 100*(# of Expired Milestones/# of Active Milestones)
Average of Overdue Time (Minutes)	The total time elapsed in minutes since the SR Milestone was due averaged over a number of overdue time Milestones. Applies for non-compliant milestones.
Overdue Time (Minutes)	The total time elapsed in minutes since the SR Milestone was due. Applies for non-compliant milestones.
# of First Response Compliant SRs	The total SRs that have the compliant first response milestone i.e. whose First Response milestone has been met.
# of Resolution Compliant SRs	The total Resolved Compliant SRs i.e. whose Resolution milestone has been met.
# of SRs with First response Violations	The total SRs with first-response violations i.e. whose First Response milestone has not been met.
# of SRs with Resolution Violations	The total SRs with Resolution violations i.e. whose Resolution milestone has not been met.
% First Response Compliant SRs	The percentage of the first response SRs that are compliant. This metric is calculated as follows: 100*(# of First Response Compliant SRs/(# of First Response Compliant SRs + # of SRs with First Response Violations)
% Resolution Compliant SRs	The percentage of the Resolution SRs that are compliant. This metric is calculated as follows: 100*(# of Resolution Compliant SRs/(# of Resolution Compliant SRs + # of SRs with Resolution Violations)
% SRs with First Response Violations	The percentage of the SRs with first-response violations. This metric is calculated as follows: 100*(# of SRs with First response Violations / (# of First Response Compliant SRs + # of SRs with First Response Violations)
% SRs with Resolution Violations	The percentage of the SRs with Resolution violations. This metric is calculated as follows: 100*(# of SRs with Resolution Violations/(# of Resolution Compliant SRs + # of SRs with Resolution Violations)

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CX - Service Work Order

This table describes the CX - Service Work Order metrics.

Metric	Metric Definition
# of Closed Compliant Work Orders	The total number of the Closed Work Orders that were completed by the Resolution Due Date.
# of Closed Non-Compliant Work Orders	The total number of the Closed Work Orders that were not completed by the Resolution Due Date.
# of Closed Work Orders	The total number of the Closed Work Orders.
# of Open Compliant Work Orders	The total number of the Open Work Orders that are expected to be completed by the Resolution Due Date.
# of Open Expected Non-Compliant Work Orders	The total number of the Open Work Orders that are expected to be not completed by Resolution Due Date.
# of Open Non-Compliant Work Orders	The total number of the Open Work Orders that are not completed by the Resolution Due Date.
# of Open Work Orders	The total number of the Open Work Orders
# of Work Orders	The total number of the work orders
# of Work Orders Not Done	The total number of Work Orders not completed
# of Work Orders Not Submitted	The total number of Work Orders not submitted
% Closed Compliant Work Orders	% of Work Orders that were Closed before the Resolution Due Date.
% Closed Non-Compliant Work Orders	% of Work Orders that were not Closed before the Resolution Due Date.
% Closed Work Orders	% of Work Orders that are Closed.
% Open Compliant Work Orders	% of Work Orders that Open and are expected to be completed by the Resolution Due Date.
% Open Expected Non-Compliant Work Orders	% of Work Orders that Open and are not expected to be completed by the Resolution Due Date.
% Open Non-Compliant Work Orders	% of Work Orders that Open and will not to be completed by the Resolution Due Date.
% Work Orders Not Done	% of Work Orders that are Not Done.

CX - Subscription Bill Line

This table describes the Subscription Bill Line metrics. These metrics are used in the Document Currency (DC) and Analytics Currency (AC) fact folders in this subject area.

Document Currency is the currency used while entering the data in the application. Analytics Currency is the currency defined in the application. Analytics Currency and Exchange Rate Type are configured during product implementation. The Exchange Rate date basis uses the Subscription Start Date to convert to the analytics currency. Metrics in these folders show amounts in their respective currencies.

Metric	Metric Definition
Subscription Bill Amount	The total Subscription Bill Amount
Subscription Invoiced Amount with Tax	The total Subscription Invoiced Amount with Tax
Subscription Invoiced Bill Amount	The total Subscription Invoiced Bill Amount
Subscription Invoiced Onetime Charges	The total Subscription Invoiced Onetime Charges
Subscription Invoiced Recurring Charges	The total Subscription Invoiced Recurring Charges

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Metric	Metric Definition
Subscription Invoiced Usage Amount	The total Subscription Invoiced Usage Amount
Subscription Invoiced Usage Quantity	The total Subscription Invoiced Usage Quantity
Subscription Onetime Charges	The total Subscription Onetime Charges
Subscription Recurring Charges	The total Subscription Recurring Charges
Subscription Usage Amount	The total Subscription Usage Amount
Subscription Usage Quantity	The total Subscription Usage Quantity

CX - Subscription Historical Trend

This table describes the Subscription Historical Trend metrics. These metrics are used in the Document Currency (DC) and Analytics Currency (AC) fact folders in this subject area.

Document Currency is the currency used while entering the data in the application. Analytics Currency is the currency defined in the application. Analytics Currency and Exchange Rate Type are configured during product implementation. The Exchange Rate date basis uses the Subscription Start Date to convert to the analytics currency. Metrics in these folders show amounts in their respective currencies.

Metric	Metric Definition
# of Active Customers - Period Start	The total Active customers at the start of a period (Customers with an active subscription in a given period)
# of Active Subscriptions - Period Start	The total number of Active Subscriptions at the start of a period
Active MRR - Period Start	The total monthly recurring revenue of all Active Subscriptions at the start of a period
Average Revenue per Customer - Period Start	The total Average Revenue per Customer (ARPU) at the start of a period. This metric is computed as follows: Total Active MRR/Total number of Active Customers
Product Net Price (TCV) - Period Start	The total Product Net Price of Active Subscriptions at the start of a period
# of Active Customers - Period End	The total Active customers at the end of a period (Customers with an active subscription in a given period)
# of Active Subscriptions - Period End	The total number of Active Subscriptions at the end of a period
Active MRR - Period End	The total Monthly Recurring Revenue of all Active Subscriptions at the end of a period
Average Revenue per Customer - Period End	The total Average Revenue per Customer (ARPU) at the end of a period. This metric is computed as follows: Total Active MRR/Total number of Active Customers
Product Net Price (TCV) - Period End	The total Product Net Price of Active Subscriptions at the end of a period
# of New Active Subscriptions	The number of New Subscriptions started in a period. (Started in a period and which aren't a result of an amendment, suspension, or renewal of existing subscriptions)
# of Renewed Active Subscriptions	The number of Subscriptions Renewed in a period. (Number of active subscriptions that are renewed from existing subscriptions)

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Metric	Metric Definition
# of Terminated Subscriptions	The number of Subscriptions Terminated in a period. (Number of active subscriptions that are terminated in a period. This metric doesn't include closed subscriptions due to the amendment or suspension of existing subscriptions)
# of Due for Renewal Subscriptions	The number of Subscriptions that are due for Renewal in a period.
# of Expansion Subscriptions	The total Expansion Subscriptions (Target subscription MRR greater than Source Subscription MRR).
# of Contraction Subscriptions	The total number of Expansion Subscriptions (Target subscription MRR less than Source Subscription MRR).
# of Churned Renewal Subscription	The total Churned Renewal Subscriptions in a period. (Subscriptions that were Renewed from existing Subscriptions but Canceled in the given period)
# of Lapsed Renewal Subscriptions	The total Lapsed Renewal Subscriptions in a period. (Active subscriptions that expired in a period without being renewed).
New Active MRR	The total new MRR of Active subscriptions added in a period. (Started in a period and which aren't a result of an amendment, suspension, or renewal of existing subscriptions)
Activated Renewal MRR	The total Activated Renewal MRR in a period. (Active Subscriptions that were renewed from existing subscriptions)
Termination MRR	The total Termination MRR in a period. (Active subscriptions that are closed in a period, not due to the amendment or suspension of existing subscriptions)
MRR Due for Renewal	The total MRR of Subscriptions that are due for Renewal in a period
Expansion MRR	The total Expansion MRR in a period. (The difference in MRR between a target and source of an amendment relationship where the target MRR > Source MRR and the target start date falls within this period and not in Draft)
Contraction MRR	The total Contraction MRR in a period. (The difference in MRR between a target and source of an amendment relationship where the target MRR < Source MRR and the target start date falls within this period and not in Draft)
Churned Renewal MRR	The total Churned Renewal MRR in a period. (Subscriptions that were Renewed from existing Subscriptions but Canceled in the given period)
Lapsed Renewal MRR	The total Lapsed Renewal MRR in a period. (Active subscriptions that expired in a period without being renewed)
Product Net Price (TCV) - Contraction Subscriptions	The Product Net Price (TCV) due to Contraction in a period (The difference in Product Net Price (TCV) between a target and source of an amendment relationship where the target TCV less than Source TCV and the target start date falls within this period and not in Draft).
Product Net Price (TCV) - Expansion Subscriptions	The Product Net Price (TCV) due to Expansion in a period (The difference in Product Net Price (TCV) between a target and source of an amendment relationship where the target TCV greater than Source TCV and the target start date falls within this period and not in Draft).
Product Net Price (TCV) - New Active Subscriptions	The total Product Net Price of the New Subscriptions started in a period (started in a period and which aren't a result of an amendment, suspension, or renewal of existing subscriptions).

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Metric	Metric Definition
Product Net Price (TCV) - Renewed Active Subscriptions	The total Product Net Price of the Renewed Subscriptions in a period (number of active subscriptions that are renewed from existing subscriptions).
Product Net Price (TCV) - Terminated Subscriptions	The total Product Net Price of the Subscriptions Terminated in a period (number of active subscriptions that are terminated in a period). This metric does not include TCV of the closed subscriptions due to the amendment or suspension of existing subscriptions.
Product Net Price (TCV) - Due for Renewal	The total Product Net Price of Subscriptions that are due for Renewal in a period.
Product Net Price (TCV) - Churned Renewal Subscriptions	The total Product Net Price of the Churned Renewal Subscriptions in a period (Subscriptions that were Renewed from existing Subscriptions but Canceled in the given period).
Product Net Price (TCV) - Lapsed Renewal Subscriptions	The total Product Net Price of the Lapsed Renewal Subscriptions in a period(Active subscriptions that expired in a period without being renewed).
Absolute MRR Churn	The Absolute MRR Churn. This metric is calculated as follows: (Lapsed Renewal MRR + Termination MRR + Churned Renewal MRR)
# of New Customers	The number of New Customers added in a period. (Customers who started an active subscription in a given period)
# of Churned Customers	The number of Customers Churned in a period (Customers whose active subscriptions were all terminated or expired without renewal in a given period)
New Customer MRR	The total MRR of a new Customer added in a period (started in a period and which aren't a result of an amendment, suspension, or renewal of existing subscriptions).
Product Net Price (TCV) - New Customers	The total Product Net Price of the New Customers added in a period (Customers who started an active subscription in a given period)
Change in # of Active Customers	The change in the number of Active Customers in a given period. This metric is calculated as follows: # of Active Customers (Period End) - # of Active Customers (Period start)
Change in # of Active Subscriptions	The change in the Number of Subscriptions in a given period. This metric is calculated as follows: Number of active subscriptions (Period End) - Number of active subscriptions (Period Start)
Change in Active MRR	The change in Active MRR in a given period. This metric is calculated as follows: Active MRR (Period End) - Active MRR (Period Start)
Change in Average Revenue per Customer	The change in Average Revenue per Customer in a given Period. This metric is calculated as follows: Average Revenue per customer (Period End) - Average Revenue per customer (Period Start)
Change in Product Net Price	The change in the Product Net Price in a given period. This metric is calculated as follows: Product Net Price (Period End) - Product Net Price (Period Start)
Customers Churn Rate %	The Customer Churn Rate. This metric is calculated as follows: # of Churned Customers /# of Active Customers (period start)

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Metric	Metric Definition
MRR Churn Rate %	The MRR Churn Rate. This metric is calculated as follows: 100 * (Lapsed Renewal MRR + Termination MRR + Churned Renewal MRR) / Active MRR (Period Start)
MRR Lapsed Renewal %	The MRR Lapsed Renewal Rate. This metric is calculated as follows: 100*Lapsed Renewal MRR/MRR Due for Renewal
MRR Renewal Rate %	The MRR Renewal Rate. This metric is calculated as follows: 100 * Activated Renewal MRR / MRR due for Renewal (Period End)
Net Revenue Retention Rate %	The Net Revenue Retention Rate. This metric is calculated as follows: 100 * Active MRR (Period End) / Active MRR (Period Start)
# of Expired Subscriptions	The total number of Subscriptions Expired in a period (Started as Active while entering in the Period, and Expired without being Renewed by the end of the Period, and also includes the Subscriptions marked as 'Do Not Renew')

CX - Subscriptions

This table describes the Subscription Metrics.

Metric	Metric Definition
# of Active Subscription Downgrades	The total Downgraded Subscriptions (amend reason = ORA_DOWNGRADE) that are Active
# of Active Subscription Upgrades	The total Upgraded Subscriptions (amend reason = ORA_UPGRADE) that are Active
# of Active Subscriptions	The total Active Subscriptions
# of Active Subscriptions Added - Last 30 days	The total Subscriptions Added in the last 30 days that are Active
# of Active Subscriptions Expiring - Next 30 days	The total Active Subscriptions Expiring in the next 30 days
# of Customers	The total Customers
# of Customers with Active Subscriptions	The total customers with at least one Active Subscription
# of Evergreen Subscriptions	The total Evergreen Subscriptions (no end date)
# of Expansion Active Subscriptions	The total Expansion Subscriptions (Target subscription MRR > Source Subscription MRR) that are Active
# of Expansion Subscriptions	The total Expansion Subscriptions (Target subscription MRR > Source Subscription MRR)
# of Expired Subscriptions	The total Expired Subscriptions
# of New Active Subscriptions	The total new Subscriptions that are Active (started in a period and which aren't a result of an amendment, suspension, or renewal of existing subscriptions)
# of Products	The total Products
# of Products with Active Subscriptions	The total Products that have Active Subscriptions
# of Subscription Downgrades	The total Downgraded Subscriptions (amend reason = ORA_DOWNGRADE)
# of Subscription Upgrades	The total Upgraded Subscriptions (amend reason = ORA_UPGRADE)
# of Subscriptions	The total Subscriptions
# of Subscriptions Expired - Last 30 days	The total Subscriptions Expired in the last 30 days
# of Terminated Subscriptions	The total terminated subscriptions
# Renewed Active Subscriptions	The total Renewed Subscriptions that are Active

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Metric	Metric Definition
# Renewed Subscriptions	The total Renewed Subscriptions
Activated Renewal MRR	The total Activated Renewal MRR (Active Subscriptions that were renewed from existing subscriptions)
Active Subscription MRR	The total Monthly Recurring Revenue for Active Subscription
Average Revenue per Customer (ARPU)	The Total Average Revenue per Customer (ARPU). This metric is computed as follows: Total Active MRR/Total number of Active Customers
Contraction Active MRR	The total Contraction MRR for Active Subscription(The difference in MRR between a target and source of an amendment relationship where the target MRR < Source MRR and the target start date falls within this period and not in Draft/Cancelled)
Early Termination Fee	Early Termination Fee
Expansion Active MRR	The total Expansion MRR for Active Subscriptions (The difference in MRR between a target and source of an amendment relationship where the target MRR > Source MRR and the target start date falls within this period and not in Draft/Cancelled)
First Active MRR	The total new MRR of Active subscriptions (which aren't a result of an amendment, suspension, or renewal of existing subscriptions)
Subscription Cancelled Amount	The total Subscription Cancelled Amount
Subscription Closed Amount	The total Subscription Closed Amount
Subscription Credited Amount	The total Subscription Credited Amount
Subscription Invoiced Amount	The total Subscription Invoiced Amount
Subscription MRR	The total Monthly Recurring Revenue
Subscription Total Contract Value (TCV)	The total Subscription Contract Value

SF - Activity

This table describes the Activity metrics.

Metric	Metric Definition
# of Activities	The total number of Activities (includes Tasks and Events together)
# of Activity Events	The total number of Activity Events
# of Activity Group Events	The total number of Group Activity Events
# of Activity Public Events	The total number of Public Activity Events
# of Activity Tasks	The total number of Activity Tasks
# of Closed Activity Events	The total number of Completed Activity Events. This is calculated as follows: If Event Activity End Date < Current Date, then it is considered as Closed
# of Closed Activity Tasks	The total number of Closed (Completed) Activity Tasks
# of Completed Activities	The total number of Completed Activities (includes Completed Tasks and Completed Events together). Note: For Events, if the Event Activity End Date < Current Date, then it is considered as Closed
# of Open Activities	The total number of Open Activities (includes Open Tasks and Open Events together). Note: For Events, if the Event Activity End Date >= Current Date, then it is considered as Open

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Metric	Metric Definition
# of Open Activity Events	The total number of Open Activity Events. This is calculated as follows: If Event Activity End Date >= Current Date, then it is considered as Open
# of Open Activity Tasks	The total number of Open Activity Tasks
# of Recurring Activity Events	The total number of Recurring Activity Events
Activity Event Duration (hours)	The total Activity Events duration in Hours
Activity Event Duration (minutes)	The total Activity Events duration in minutes
Average Activity Event Duration (hours)	The Average Activity Events duration in hours. This is calculated as follows: Total Activity Event Duration (Hours) / # of Activity Events
Average Activity Event Duration (minutes)	The Average Activity Events duration in minutes. This is calculated as follows: Total Activity Event Duration (minutes) / # of Activity Events

SF - Campaign Influence

This table describes Salesforce Campaign Influence metrics.

These metrics are used in the Document Currency (DC) and Corporate Currency (CC) fact folders in the subject area. Document Currency is the currency used while entering the data in the application. Corporate Currency is the currency defined in Salesforce CRM. Metrics in these folders show amounts in their respective currencies.

Metric	Metric Definition
# of Campaigns with Influence	The total number of Campaigns that Influenced the Opportunities
# of Influenced Opportunities	The total number of Opportunities influenced by Campaigns
# of Influenced Won Opportunities	The total number of Won Opportunities influenced by Campaigns
Average Campaign Cost per Influenced Revenue	The total Campaign Cost per Influenced Revenue. This metric is calculated as follows: SF Campaign Actual Cost / Influenced Opportunity Revenue
Average Campaign Cost per Opportunity	The total Campaign Cost per Opportunity. This metric is calculated as follows: SF Campaign Actual Cost / # of Influenced Opportunities
Average Campaign Cost per Won Opportunity	The total Campaign Cost per Won Opportunity. This metric is calculated as follows: SF Campaign Actual Cost / # of Influenced Won Opportunities
Average Campaign Influenced Won Revenue	The average Won Opportunity Revenue. This metric is calculated as follows: Influenced Won Opportunity Revenue / # of Influenced Won Opportunities
Average Influenced Opportunity Percentage Share	The percentage of the associated Opportunity's Amount field attributed to the associated Campaign
Campaign Actual Cost	The total Campaign Cost
Campaign Expected Revenue	The total Campaign Opportunity Expected Revenue
Campaign ROI	The Campaign ROI is based on the Campaign Influence Model. This metric is calculated as follows: (Influenced Opportunity Revenue - SF Campaign Actual Cost) / SF Campaign Actual Cost
Influenced Opportunity Revenue	The total Campaign Influenced Opportunity Revenue
Influenced Won Opportunity Revenue	The total Campaign Influenced Won Opportunity Revenue

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Metric	Metric Definition
Opportunity Amount	The total Opportunity Amount

SF - Campaign Members

This table describes the Salesforce Campaign Member metrics.

Metric	Metric Definition
# of Accounts targeted	The total Accounts targeted as part of the Campaign
# of Active Campaigns with Members	The total number of Active Campaigns with Campaign Members
# of Campaign Members targeted	The total Campaign Members targeted as part of the Campaign
# of Campaign Responses	The total Responses
# of Campaigns with Members	The total number of Campaigns with Campaign Members
# of Contacts targeted	The total Contacts targeted as part of the Campaign
# of Leads targeted	The total Leads targeted as part of the Campaign
# of Leads targeted that got Converted	The total targeted Leads as part of the Campaign that got Converted
# Sent in Campaigns	The total Email Sent in Campaign
Campaign Actual Cost	The total Campaign Actual Cost
Campaign Budgeted Cost	The total Campaign Budgeted Cost
Campaign Expected Revenue	The total Campaign Expected Revenue

SF - Lead Activity

This table describes the Salesforce Lead Activity metrics.

Metric	Metric Definition
# of Converted Lead Activities	The total number of Activities for Converted Leads
# of Lead Activities	The total number of Activities associated with Leads (Includes Task and Events). These are the Activities created for Leads
# of Lead Closed Activities	The total number of Completed activities associated with Leads (Includes Completed Task and Completed Events) Note: For Events, if the Event Activity End Date < Current Date, then it is considered as Closed.
# of Lead Closed Activity Events	The total number of Lead Activity Events that are Closed. Note: For Events, if the Event Activity End Date < Current Date, then it is considered as Closed
# of Lead Closed Activity Tasks	The total number of Lead Activity Tasks that are Closed
# of Lead Events	The total number of Lead Activity Events. These are the Events created for Leads
# of Lead Open Activities	The total number of Open Activities associated with Leads (Includes Open Task and Open Events) Note: For Events, if the Event Activity End Date >= Current Date, then it is considered as Open.
# of Lead Open Activity Events	The total number of Lead Activity Events that are Open. Note: For Events, if the Event Activity End Date >= Current Date, then it is considered as Open

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Metric	Metric Definition
# of Lead Open Activity Tasks	The total number of Lead Activity Tasks that are Open
# of Lead Tasks	The total number of Lead Activity Tasks. These are the Tasks created for Leads
Activity Rate - Converted Leads	The rate of Activities for Converted Leads. This metric is computed as follows: 1 * # of # of Converted Lead Activities / # of Converted Leads with Activities
Activity Rate - Leads	The rate of Activities for Leads. This metric is computed as follows: 1 * # of Lead Activities / # of Leads with Activities
Average Lead Activity Event Duration (hours) for Closed Activities	The Average Lead Activity Events duration in hours for Closed Activities. This is calculated as follows: Total Lead Activity Event Duration (hours) for Closed Activities / # of Lead Closed Activity Events
Average Lead Activity Event Duration (hours) for Open Activities	The Average Lead Activity Events duration in hours for Open Activities. This is calculated as follows: Total Lead Activity Event Duration (hours) for Open Activities / # of Lead Open Activity Events
Average Lead Activity Event Duration (minutes) for Closed Activities	The Average Lead Activity Events duration in minutes for Closed Activities. This is calculated as follows: Total Lead Activity Event Duration (minutes) for Closed Activities / # of Lead Closed Activity Events
Average Lead Activity Event Duration (minutes) for Open Activities	The Average Lead Activity Events duration in minutes for Open Activities. This is calculated as follows: Total Lead Activity Event Duration (minutes) for Open Activities / # of Lead Open Activity Events
Lead Activity Event Duration (hours)	The total Lead Activity Event duration in hours
Lead Activity Event Duration (minutes)	The total Lead Activity Eventduration in minutes

SF - Leads

This table describes the Salesforce Lead metrics.

Metric	Metric Definition
# of Converted Leads	The total number of Converted Leads
# of Leads	The total number of Leads
# of Leads Converted to Opportunity	The total number of Leads converted to Opportunity
Lead Conversion (%)	Ratio of Converted Leads to the Total Leads. This metric is computed as follows: # of Converted Leads / # of Leads
Lead to Opportunity Conversion (%)	Ratio of Leads Converted to Opportunity to the Total Leads. This metric is computed as follows: # of Converted Leads to Opportunity / # of Leads

SF - Opportunity

This table describes the Opportunity metrics.

These metrics are used in the Document Currency (DC) and Corporate Currency (CC) fact folder in this subject area. Document Currency is the currency used while entering the data in the application. Corporate Currency is the currency defined in Salesforce CRM. Metrics in these folders show amounts in their respective currencies.

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Metric	Metric Definition
# of Closed Opportunities	The total number of Closed Opportunities (SF Opportunity Is Closed = True)
# of Lost Opportunities	The total number of Lost Opportunities (SF Opportunity Is Won = False, SF Opportunity Is Closed = True)
# of Open Opportunities	The total number of Open Opportunities (SF Opportunity Is Closed = False)
# of Opportunities	The total number of Active Opportunities
# of Opportunities with Products	The total number of Opportunities with Product Lines (SF Opportunity Has Products Flag = True)
# of Opportunity Splits	The total number of Splits of the Opportunities. Note: This would count splits across split types e.g. Revenue, Overlay etc.
# of Raw Opportunities	The total number of Opportunities including the deleted Opportunities
# of Split Opportunities	The total number of Split Opportunities (Opportunity IsSplit is True)
# of Won Opportunities	The total number of Won Opportunities (SF Opportunity Is Won = True)
Average # of Days Open	The average number of days the Opportunity is Open
Average # of Days to Close	The average number of days to Close the Opportunity
Average Age of Closed Opportunities	The average Age of the Closed Opportunities
Average Age of Lost Opportunities	The average Age of the Lost Opportunities
Average Age of Opportunities	The average Age of the Opportunities
Average Age of Won Opportunities	The average Age of the Won Opportunities
Average Days Since Last Activity	The average number of days since the last completed event or task for the record. This metric is calculated as follows: (Days Since Last Activity / # of Opportunities) Note: Days Since Last Activity = Current date minus the Last Activity Date
Average Lost Opportunity Amount	The average Lost Opportunity Amount. This metric is calculated as: Lost Opportunity Amount/# of Lost Opportunities
Average Open Opportunity Amount	The average Open Opportunity Amount. This metric is calculated as: Open Opportunity Amount/# of Open Opportunities
Average Opportunity Amount	The average Opportunity Amount. This metric is calculated as: Opportunity
Average Won Opportunity Amount	The average Won Opportunity Amount. This metric is calculated as: Won Opportunity Amount/# of Won Opportunities
Closed Opportunity Amount	The total Closed Opportunity Amount (SF Opportunity Is Closed = True)
Closed Opportunity Split Amount	The total Closed Opportunity Split Amount on the Closed Opportunity (SF Opportunity Is Closed = True)
Conversion Rate	Rate of Converting Opportunities. This metric is computed as follows: 100 * Total Won Opportunities / Total Opportunities
Loss Rate	Rate of Losing Opportunities. This metric is computed as follows: 100 * Total Lost Opportunities / Total Won + Lost Opportunities
Lost Opportunity Amount	The total Lost Opportunity Amount (SF Opportunity Is Won = False, SF Opportunity Is Closed = True)

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Metric	Metric Definition
Lost Opportunity Split Amount	The total Lost Opportunity Split Amount on the Lost Opportunity (SF Opportunity Is Won = False, SF Opportunity Is Closed = True)
Open Opportunity Amount	The total Open Opportunity Amount (SF Opportunity Is Closed = False)
Open Opportunity Split Amount	The total Open Opportunity Split Amount on the Open Opportunity (SF Opportunity Is Closed = False)
Opportunity Amount	The total Opportunity Amount
Opportunity Expected Amount	The total Opportunity Expected Amount (Opportunity Amount * SF Opportunity Probability (%))
Opportunity Split Amount	The total Opportunity Split Amount. Note: This would count splits across split types e.g. Revenue, Overlay etc.
Opportunity Split Expected Amount	The total Opportunity Split Expected Revenue (Opportunity Split Amount * SF Opportunity Probability (%)). Note: This would count splits across split types e.g. Revenue, Overlay etc.
Raw Opportunity Amount	The total Opportunity Amount including the deleted Opportunities
Win Rate	Rate of Winning Opportunities. This metric is computed as follows: 100 * Total Won Opportunities / Total Won + Lost Opportunities
Won Opportunity Amount	The total Won Opportunity Amount (SF Opportunity Is Won = True)
Won Opportunity Split Amount	The total Won Opportunity Split Amount on the Won Opportunity (SF Opportunity Is Won = True)

SF - Opportunity Activity

This table describes the Salesforce Opportunity Activity metrics.

Metric	Metric Definition
# of Opportunity Activities	The total number of Activities associated with Opportunities (Includes Task and Events). These are the Activities created for Opportunity
# of Opportunity Open Activities	The total number of Open Activities associated with Opportunities (Includes Open Task and Open Events). Note: For Events, if the Event Activity End Date >= Current Date, then it is considered as Open
# of Opportunity Closed Activities	The total number of Completed activities associated with Opportunities (Includes Completed Task and Completed Events). Note: For Events, if the Event Activity End Date < Current Date, then it is considered as Closed
Activity Rate - Opportunities	The rate of Activities for Opportunities. This metric is computed as follows: 1 * # of Opportunity Activities / # of Opportunities with Activities
Activity Rate - Open Opportunities	The rate of Activities for Open Opportunities. This metric is computed as follows: 1 * # of Activities for Open Opportunities / # of Open Opportunities with Activities
Activity Rate - Won Opportunities	The rate of Activities for Won Opportunities. This metric is computed as follows: 1 * # of Activities for Won Opportunities / # of Won Opportunities with Activities

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Metric	Metric Definition
# of Opportunity Activity Tasks	The total number of Opportunity Activity Tasks. These are the Tasks created for Opportunity
# of Opportunity Open Activity Tasks	The total number of Opportunity Activity Tasks that are Open
# of Opportunity Closed Activity Tasks	The total number of Opportunity Activity Tasks that are Closed
# of Opportunity Activity Events	The total number of Opportunity Activity Events. These are the Events created for Opportunity
# of Opportunity Open Activity Events	The total number of Opportunity Activity Events that are Open Note: For Events, if the Event Activity End Date >= Current Date, then it is considered as Open.
# of Opportunity Closed Activity Events	The total number of Opportunity Activity Events that are Closed Note: For Events, if the Event Activity End Date < Current Date, then it is considered as Closed.
Opportunity Activity Event Duration (minutes)	The total Opportunity Activity Events duration in minutes
Opportunity Activity Event Duration (hours)	The total Opportunity Activity Events duration in Hours
Average Opportunity Activity Event Duration (minutes) for Closed Activities	The Average Opportunity Activity Events duration in minutes for Closed Activities. This is calculated as follows: Total Opportunity Activity Event Duration (minutes) for Closed Activities / # of Opportunity Closed Activity Events
Average Opportunity Activity Event Duration (hours) for Closed Activities	The Average Opportunity Activity Events duration in hours for Closed Activities. This is calculated as follows: Total Opportunity Activity Event Duration (hours) for Closed Activities / # of Opportunity Closed Activity Events
Average Opportunity Activity Event Duration (minutes) for Open Activities	The Average Opportunity Activity Events duration in minutes for Open Activities. This is calculated as follows: Total Opportunity Activity Event Duration (minutes) for Open Activities / # of Opportunity Open Activity Events
Average Opportunity Activity Event Duration (hours) for Open Activities	The Average Opportunity Activity Events duration in hours for Open Activities. This is calculated as follows: Total Opportunity Activity Event Duration (hours) for Open Activities / # of Opportunity Open Activity Events

SF - Opportunity Historical Trend

This table describes the Salesforce Opportunity Historical Trend metrics.

These metrics are used in the Document Currency (DC) and Corporate Currency (CC) fact folders in the subject area. Document Currency is the currency used while entering the data in the application. Corporate Currency is the currency defined in Salesforce CRM. Metrics in these folders show amounts in their respective currencies.

Metric	Metric Definition
# of Changes to Close Date	The total number of times the Opportunity Close Date has been changed in its lifecycle till the end of the selected snapshot day/period/quarter/year. e.g. If Q2 is the snapshot quarter selected, and if the Date has been changed 10 times in total during the lifetime of the Opportunity, and 2 times in Q2, then this will show 10 and not the count of Date changes only in the chosen snapshot period i.e Q2. Note: If multiple changes are done daily, it will be counted as 1.

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Metric	Metric Definition
# of Changes to Fiscal Close Period	The total number of times the Opportunity Fiscal Close Period has been changed in its lifecycle till the end of the selected snapshot day/period/quarter/year. e.g. If Q2 is the snapshot quarter selected, and if the Period has been changed 10 times in total during the lifetime of the Opportunity, and 2 times in Q2, then this will show 10 and not the count of Period changes only in the chosen snapshot period i.e Q2. Note: If multiple changes are done daily, it will be counted as 1.
# of Changes to Fiscal Close Quarter	The total number of times the Opportunity Fiscal Close Quarter has been changed in its lifecycle till the end of the selected snapshot day/period/quarter/year. e.g. If Q2 is the snapshot quarter selected, and if the Quarter has been changed 10 times in total during the lifetime of the Opportunity, and 2 times in Q2, then this will show 10 and not the count of Quarter changes only in the chosen snapshot period i.e Q2. Note: If multiple changes are done daily, it will be counted as 1.
# of Changes to Fiscal Close Year	The total number of times the Opportunity Fiscal Close Year has been changed in its lifecycle till the end of the selected snapshot day/period/quarter/year. e.g. If Q2 is the snapshot quarter selected, and if the Year has been changed 10 times in total during the lifetime of the Opportunity, and 2 times in Q2, then this will show 10 and not the count of Year changes only in the chosen snapshot period i.e Q2. Note: If multiple changes are done daily, it will be counted as 1.
# of Closed Opportunities	The total number of Closed Opportunitiesat the end of the selected snapshot day/period/quarter/year (SF Opportunity Is Closed = True)
# of Lost Opportunities	The total number of Lost Opportunities at the end of the selected day/period/quarter/year (SF Opportunity Is Won = False, SF Opportunity Is Closed = True)
# of Open Opportunities	The total number of Open Opportunitiesat the end of the selected snapshot day/period/quarter/year (SF Opportunity Is Closed = False)
# of Opportunities	The total number of Opportunities at the end of the selected snapshot day/period/quarter/year
# of Opportunities with Products	The total number of Opportunities with Product Lines at the end of the selected snapshot day/period/quarter/year (SF Opportunity Has Products Flag = True)
# of Raw Opportunities	The total number of Opportunities including the deleted Opportunities at the end of the selected snapshot day/period/quarter/year
# of Split Opportunities	The total number of Split Opportunities at the end of the selected snapshot day/period/quarter/year (Opportunity IsSplit is True)
# of times Opportunity Amount Changed	The total number of times the Opportunity Amount has been changed till the end of the selected snapshot day/period/quarter/year. e.g. If Q2 is the snapshot quarter selected, and if the revenue amount has been changed 10 times in total during the lifetime of the Revenue Line, and 2 times in Q2, then this will show 10 and not the count of date changes in the chosen snapshot period i.e Q2. Note: If multiple changes are done daily, it will be counted as 1.

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Metric	Metric Definition
# of times Opportunity Amount Decreased	The total number of times the Opportunity Amount has been decreased till the end of the selected snapshot day/period/ quarter/year. e.g. If Q2 is the snapshot quarter selected, and if the revenue amount has been decreased 10 times in total during the lifetime of the Revenue Line, and 2 times in Q2, then this will show 10 and not the count of amount decreases in the chosen snapshot period i.e Q2. Note: If multiple changes are done daily, it will be counted as 1.
# of times Opportunity Amount Increased	The total number of times the Opportunity Amount has been increased till the end of the selected snapshot day/period/ quarter/year. e.g. If Q2 is the snapshot quarter selected, and if the revenue amount has been increased 10 times in total during the lifetime of the Revenue Line, and 2 times in Q2, then this will show 10 and not the count of amount increases in the chosen snapshot period i.e Q2. Note: If multiple changes are done daily, it will be counted as 1.
# of Won Opportunities	The total number of Won Opportunities at the end of the selected snapshot day/period/quarter/year (SF Opportunity Is Won = True)
Average # of Days Open	The total number of days the Opportunity is Open at the end of the selected snapshot day/period/quarter/year
Average # of Days to Close	The total number of days to Close the Opportunity at the end of the selected snapshot day/period/quarter/year
Average Age of Closed Opportunities	The Average Age of the Closed Opportunities at the end of the selected snapshot day/period/quarter/year
Average Age of Lost Opportunities	The Average Age of the Lost Opportunities at the end of the selected snapshot day/period/quarter/year
Average Age of Opportunities	The Average Age of the Opportunities at the end of the selected snapshot day/period/quarter/year
Average Age of Won Opportunities	The Average Age of the Won Opportunities at the end of the selected snapshot day/period/quarter/year
Average Opportunity Amount	The Average Opportunity Amount. This is calculated as follow: Opportunity Amount / # of Opportunities
Average Won Opportunity Amount	The Average Won Opportunity Amount. This is calculated as follow: Won Opportunity Amount / # of Won Opportunities
Closed Opportunity Amount	The total Closed Opportunity Amount at the end of the selected snapshot day/period/quarter/year (SF Opportunity Is Closed = True)
Conversion Rate	Rate of Converting Opportunities at the end of the selected snapshot period. This metric is computed as follows: 100 * Total Won Opportunities / Total Opportunities. Note: The Conversion Rate calculation considers all the won opportunities at the end of the selected period (and not during the selected snapshot period).
Loss Rate	Rate of Losing Opportunities at the end of the selected snapshot period. This metric is computed as follows: 100 * Total Lost Opportunities / Total Won+Lost Opportunities. Note: The Loss rate calculation considers all the won opportunities at the end of the selected period (and not during the selected snapshot period).
Lost Opportunity Amount	The total Lost Opportunity Amount at the end of the selected snapshot day/period/quarter/year (SF Opportunity Is Won = False, SF Opportunity Is Closed = True)

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Metric	Metric Definition
Open Opportunity Amount	The total Open Opportunity Amountat the end of the selected snapshot day/period/quarter/year (SF Opportunity Is Closed = False)
Opportunity Amount	The total Opportunity Amount at the end of the selected snapshot day/period/quarter/year
Opportunity Expected Amount	The total Opportunity Expected Amount at the end of the selected snapshotday/period/quarter/year (Opportunity Amount * SF Opportunity Probability (%))
Raw Opportunity Amount	The total Opportunity Amount including the deleted Opportunities at the end of the selected snapshot day/period/quarter/year
Win Rate	Rate of Winning Opportunities at the end of the period. This metric is computed as follows: 100 * Total Won Opportunities / Total Won+Lost Opportunities. Note: The Win Rate calculation considers all the won opportunities at the end of the selected snapshot period (and not during the selected snapshot period).
Won Opportunity Amount	The total Won Opportunity Amount at the end of the selected snapshot day/period/quarter/year (SF Opportunity Is Won = True)

SF - Opportunity Line Item

This table describes the Opportunity Revenue Line metrics.

These metrics are used in the Document Currency (DC) and Corporate Currency (CC) fact folder in this subject area. Document Currency is the currency used while entering the data in the application. Corporate Currency is the currency defined in Salesforce CRM. Metrics in these folders show amounts in their respective currencies.

Metric	Metric Definition
# of Closed Opportunity Line Items	The total number of Opportunity Li.ne Items for Closed Opportunities (SF Opportunity Is Closed = True)
# of Lost Opportunity Line Items	The total number of Opportunity Line Items for Lost Opportunities (SF Opportunity Is Won = False, SF Opportunity Is Closed = True)
# of Open Opportunity Line Items	The total number of Opportunity Line Items for Open Opportunities (SF Opportunity Is Closed = False)
# of Opportunity Line Items	The total number of Opportunity Line Items
# of Raw Opportunity Line Items	The total number of Opportunity Line Items including the deleted Line Items
# of Won Opportunity Line Items	The total number of Opportunity Line Items for Won Opportunities (SF Opportunity Is Won = True)
Average Days Until Schedule Date	The average number of days until the Scheduled date. This is calculated as follows: When the Current date is < Schedule date then (Schedule date - current date in days) else null
Closed Line Item Amount	The total Line Item Amount on the Closed Opportunity Line Item
Closed Line Item Split Amount	The total Line Item Split Amount on the Closed Opportunity Line Item
Expected Line Item Amount	The Expected Line Item Amount (This metric is calculated as Line Item Amount * Probability % / 100)

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Metric	Metric Definition
Expected Line Item Schedule Amount	The total expected Line Item Schedule Amount
Expected Line Item Split Amount	The expected Line Item Split Amount Note: This would count splits across split types e.g. Revenue, Overlay etc.
Line Item Amount	The total Amount on the Opportunity Line Item
Line Item Schedule Amount	The total Line Item Schedule Amount
Line Item Split Amount	The total Line Item Split Amount. Note: This would count splits across split types e.g. Revenue, Overlay etc.
Lost Line Item Amount	The total Line Item Amount on the Lost Opportunity Line Item
Lost Line Item Split Amount	The total Line Item Split Amount on the Lost Opportunity Line Item
Open Line Item Amount	The total Line Item Amount on the Open Opportunity Line Item
Open Line Item Split Amount	The total Line Item Split Amount on the Open Opportunity Line Item
Opportunity Amount	The total Opportunity (header) Amount
Opportunity Line Item Discount (%)	The total Line Item Discount on the Opportunity Line Item
Raw Line Item Amount	The total Amount on the Opportunity Line Item including the deleted Line Items
Won Line Item Amount	The total Line Item Amount on the Won Opportunity Line Item
Won Line Item Split Amount	The total Line Item Split Amount on the Won Opportunity Line Item

SF - Opportunity Stage Progression

This table describes the Salesforce Opportunity Stage Progression metrics.

Metric	Metric Definition
# of Opportunities	The total number of Opportunities
# of Progressed Opportunities	The total number of Opportunities progressed to a different stage
% Opportunities by Stage	The percentage of Opportunities in a stage. This metric is calculated as follows: # of Opportunities / # of Opportunities Across Stages
% Progressed	The total % of Opportunities that moved stages. This metric is calculated as follows: # of Progressed Opportunities / # of Opportunities
Average # of Days in Stage	The average number of days an opportunity spent in a particular sales stage. This metric is calculated as follows: Sum of days in stage / # of Opportunities
Average # of days Stalled in Stage	The average number of stalled days in a Sales Stage. This metric is computed as follows: Sum of stalled days / # of Opportunities
Conversion Rate	The rate of converting Opportunities.This metric is computed as follows: 100 * # of Won Opportunities / # of Opportunities
Loss Rate	The rate of losing Opportunities.This metric is computed as follows: 100 * # of Lost opportunities / # of Won+Lost Opportunities
Win Rate	The rate of winning Opportunities. This metric is computed as follows: 100 * # of Won opportunities / # of Won+Lost Opportunities

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SF - Primary Campaign Influence

This table describes Salesforce Primary Campaign Influence metrics.

These metrics are used in the Document Currency (DC) and Corporate Currency (CC) fact folders in the subject area. Document Currency is the currency used while entering the data in the application. Corporate Currency is the currency defined in Salesforce CRM. Metrics in these folders show amounts in their respective currencies.

Metric	Metric Definition
# of Campaigns with Influence	The total number of Campaigns that Influenced the Opportunities
# of Influenced Opportunities	The total number of Opportunities influenced by Campaigns
# of Influenced Won Opportunities	The total number of Won Opportunities influenced by Campaigns
Average Primary Campaign Cost per Attributed Revenue	The total Campaign Cost per Attributed Revenue. This metric is calculated as follows: SF Campaign Actual Cost / SF Primary Campaign Influenced Opportunity Revenue
Average Primary Campaign Cost per Opportunity	The total Campaign Cost per Opportunity. This metric is calculated as follows: SF Campaign Actual Cost / # of Opportunities
Average Primary Campaign Cost per Won Opportunity	The total Campaign Cost per Won Opportunity. This metric is calculated as follows: SF Campaign Actual Cost / # of Won Opportunities
Average Primary Campaign Won Revenue	The average Won Opportunity Revenue. This metric is calculated as follows: SF Primary Campaign Influenced Won Opportunity Revenue / # of Won Opportunities
Opportunity Amount	The total Opportunity Amount
Primary Campaign Actual Cost	The total Campaign Cost
Primary Campaign Expected Revenue	The total Campaign Opportunity Expected Revenue
Primary Campaign Influenced Opportunity Revenue	The total Primary Campaign Influenced Opportunity Revenue
Primary Campaign Influenced Won Opportunity Revenue	The total Primary Campaign Influenced Won Opportunity Revenue
Primary Campaign ROI	The Campaign ROI using the Primary Campaign attribution model. This metric is calculated as follows: (Attributed Opportunities Revenue - SF Campaign Actual Cost) / SF Campaign Actual Cost

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9

Prebuilt

This section provides information about Oracle Fusion CX Analytics prebuilt features such as analyses and dashboards.

Topics

- Overview
- Prebuilt Analyses
- Prebuilt Business Metrics
- Prebuilt Dashboards

Overview

This chapter provides information on all the prebuilt business metrics, dashboards, and analyses that are shipped as the standard offering along with the product.

Prebuilt Analyses

Prebuilt Analyses are the functional analysis defined using Oracle Data Visualizer on Oracle Analytics Cloud. Only analytic currency metrics are used in these analyses. These tables show the summary of predefined analyses available for each module.

To access prebuilt data visualizations, go to **Shared Folders**, click **Oracle**, click **Fusion CX**, and then click **Detail Dashboards**.

Topics

- Common
- Activity Management
- Customer Relationship Management
- Lead Management
- Marketing Campaigns
- Opportunity Management
- Quote and Order Capture
- Service Request Management
- Subscription Management
- Marketing Campaigns

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Common

Prebuilt Analyses

Analyses Detail	Analyses Description	Related Subject Areas
Data Augmentation Summary	Provides an overview of created data augmentations (such as create dimension, create fact, and entity extension) that have associated system semantic model extensions.	Common - Data Augmentation
Warehouse Refresh Statistics	Provides insights into pipeline activity and performance.	Common - Warehouse Refresh Statistics
Data Validation	Provides results of data validations between Fusion Data Intelligence and Fusion Applications.	Common - Data Validation
Custom Data Usage	Provides daily and monthly views of custom data storage usage.	Common - Custom Data Usage Metrics
Security Audit	Provides current and historical security assignments and security contexts.	Security Assignment Security Audit History
Usage Tracking	Provide insights into system usage by analyzing user activities, and query performance.	Common Usage Tracking
Content Explorer - Fusion Data Intelligence	Provides a view of business content, including subject areas, metrics, key metrics, and workbooks across the Fusion Data Intelligence analytics applications.	

Activity Management

Analyses Detail	Analyses Description	Related Subject Areas
New Activities	Shows the number of activities created in the last 7 days, and provides a breakdown by different parameters such as creation date, activity type, and owner.	CX - Activity
Number of Activities	Shows the number of activities performed by sales resources based on activity date, activity status, and activity type.	CX - Activity
Activity Duration for Completed Activities	Shows how long it takes for a sales resource to complete an activity and provides a breakdown based on activity type. Summaries are included to show the metric based on activity owner, number of activities completed, activity type, date, and status.	CX - Activity

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Analyses Detail	Analyses Description	Related Subject Areas
Team Member Activities Rate	Provides useful insights into the average number of activities being performed by a team member, and includes a breakdown based on different activity types.	CX - Activity
Lead Activities Rate	Shows the number of activities performed on leads, and provides a breakdown based on leads status and activity date.	CX - Lead Activity
Opportunities Activities Rate	Shows the number of activities performed on opportunities and provides a breakdown by opportunity outcome and status.	CX - Opportunity Activity
Activity Rate - Won Opportunities	Provides insights on the number of activities performed on opportunities that go on to win. This information helps businesses users understand the average number of activities needed to win an opportunity.	CX - Opportunity Activity
Task Rate - Won Opportunities	Provides insights on the number of tasks performed on opportunities that go on to win. This information helps businesses users understand how many tasks and which types of tasks contribute to an opportunity win.	CX - Opportunity Activity

Customer Relationship Management

Analyses Detail	Analyses Description	Related Subject Areas
SF Average Deal Size	Provides a breakdown of average deal size by sales stage, Opportunity owner, Territory owner, and product/group.	SF - Opportunity, SF - Opportunity Line Item
SF Average Deal Size - Trend Analysis	Shows the trend of Average deal size by Territory and by Product, and how the metric has evolved historically.	SF - Opportunity Historical Trend
SF Lost Sales	Shows lost Opportunities by Amount and by lost quarter. It also includes key conversion metrics such as revenue loss rate percentage.	SF - Opportunity Historical Trend, SF - Opportunity
SF Sales Cycle Analysis	Provides insights into bottle necks in the sales cycle, and in which stages Opportunities are spending the most amount of time.	SF - Opportunity Stage Progression
SF Sales Funnel Leakage	Shows the stage from which Opportunities are moving to closed from lost and how they compare to those that are moving from closed to won.	SF - Opportunity
SF Sales Pipeline - Pipeline Shape	Provides a visual breakdown of Open Opportunity pipeline revenue by different stages and trend of the Open Opportunity pipeline revenue from last six Fiscal periods.	SF - Opportunity Historical Trend

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Analyses Detail	Analyses Description	Related Subject Areas
SF Sales Pipeline - Pipeline Trend YoY	Shows historical trends of Open Opportunity revenue based on historical snapshots.	SF - Opportunity Historical Trend
SF Sales Pipeline - Sales Review	Provides a visual summary of Open Opportunities and their revenue numbers by close date and stage.	SF - Opportunity
SF Sales Pipeline Velocity	Shows the Sales Pipeline Velocity for different quarters and the number of days spent in stage by Opportunities broken down by Opportunity status and Opportunity owner.	SF - Opportunity Historical Trend,
SF Sales Stage Progression	Shows the movement of Opportunities through the stages in terms of total amounts and percentages.	SF - Opportunity Stage Progression, SF - Opportunity Historical Trend
SF Sales Stage Velocity	Provides insights into how quickly Opportunities are moving through the sales funnel, as well as insights relative to their outcomes (won or lost).	SF - Opportunity Stage Progression
SF Stalled Opportunities	Provides a list of stalled Opportunities in the system broken down by stage. Only those Opportunities with a more than 50% win probability are considered in the visualization.	SF - Opportunity Stage Progression
SF Team All - Stars	Lists Sales resources or Opportunity owners with the highest number of wins and deal sizes.	SF - Opportunity
SF Top 20 Accounts	Shows the top 20 Accounts based on open and won revenue It also provides a breakdown of won revenue by Account and product, as well as Account and territory.	SF - Opportunity
SF Top Deals At Risk	Provides an overview of top Opportunities (in terms of revenue and win probability > 50%) that are at risk of not closing.	SF - Opportunity
SF Weighted Pipeline - Detail	Compares the open pipeline with the weighted pipeline by sales stage and closing quarter.	SF - Opportunity
SF Weighted Pipeline - Trend	Shows trends of the weighted pipeline based on the snapshot period, and also a projection over the next 3 months.	SF - Opportunity
SF Win - Loss Analysis	Shows won and lost Revenue by different quarters and a historical trend over the last 6 quarters. It also shows the won revenue by top 10 territories and products.	SF - Opportunity Historical Trend, SF - Opportunity, SF - Opportunity Line Item
SF Win Rate and Conversion Rate Analysis	Shows the Win rate and Conversion rate percentages and sales stage.	SF - Opportunity
SF Win Rate and Conversion Rate Trend	Shows the historical trend of Win rate and Conversion rate by Opportunity stage.	SF - Opportunity

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Analyses Detail	Analyses Description	Related Subject Areas
SF Won Sales	Shows key metrics related to won sales such as Won Opportunity Amount and Number of Won Opportunities, win rate, and conversion rate. It also shows how won Opportunities compares to open and lost Opportunities during the same time period.	SF - Opportunity Historical Trend, SF - Opportunity

Lead Management

Analyses Detail	Analyses Description	Related Subject Areas
New Leads	Shows the number of leads created in the last seven days, and provides a break down by different parameters such as creation date, origin, product, and account type.	CX - Leads
Number of Leads	Shows the number of leads by creation date, status, product, account, and other lead-related attributes.	CX - Leads
Average Lead Age	Shows the average lead age by lead status and lead creation period for the current quarter.	CX - Leads
Lead Qualification Rate	Shows qualified leads for the current quarter, and shows a break down of converted leads by different lead attributes such as status, lead creation date, age, and by lead qualification velocity.	CX - Leads
Lead Conversion Rate	Shows lead conversions for the current quarter, and shows a break down of converted leads by different lead attributes such as lead channel and sales account.	CX - Leads
Won Revenue by Lead Channel	Provides insight on which lead channels contribute to the highest won revenue.	CX - Leads
Lead to Opportunity Velocity	Shows insights on how quickly leads are converting to opportunities, and allows comparison of this metric with other velocity metrics such as lead qualification to conversion velocity.	CX - Leads
Accounts - Leads	Lists sales resources or credit recovers with the highest number of wins and deal sizes.	CX - Leads
Lead Conversion Overview	Shows the summary of lead conversion and how it trends over time.	CX - Leads

Marketing Campaigns

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Analyses Detail	Analyses Description	Related Subject Areas
Campaign Activity Overview	Shows the Campaign Activity Summary and details of some of the key activities like Email, Form, Web, Landing Page, and External.	CX - Campaign Activity Analysis

Opportunity Management

Analyses Detail	Analyses Description	Related Subject Areas
Sales Pipeline - Pipeline Shape	Provides a visual breakdown of open opportunity pipeline revenue by different sales stages and trend of the open opportunity pipeline revenue from last six enterprise periods.	CX - Opportunity Revenue Line Snapshot
Sales Pipeline - Pipeline Review	Provides a visual summary of open opportunities and their revenue numbers by close date and sales stage.	CX - Opportunity Revenue Line
Sales Pipeline - Pipeline Trend YoY	Shows historical trends of open opportunity revenue based on historical snapshots.	CX - Opportunity Revenue Line Snapshot
Sales Pipeline Velocity	Shows the sales pipeline velocity for different quarters and the number of days spent in stage by opportunities, broken down by opportunity status and opportunity owner.	CX - Opportunity Revenue Line Snapshot, CX - Opportunity Stage Progression
Sales Stage Progression	Shows the movement of opportunities through the sales stages in terms of total amounts and percentages.	CX - Opportunity Stage Progression
Sales Cycle Analysis	Provides insights into bottle necks in the sales cycle, and in which stages opportunities are spending the most amount of time.	CX - Opportunity Stage Progression
Stalled Opportunities	Provides a list of stalled opportunities in the system broken down by sales stage. Only those opportunities with a more than 50% win probability are considered in the visualization.	CX - Opportunity Stage Progression
Sales Stage Velocity	Provides insights into how quickly opportunities are moving through the sales funnel, as well as insights relative to their outcomes (won or lost).	CX - Opportunity Stage Progression
Sales Funnel Leakage	Shows the sales stage from which opportunities are moving to closed from lost and how they compare to those that are moving from closed to won.	CX - Opportunity Revenue Line
Top Deals At Risk	Provides an overview of top opportunities (in terms of revenue and win probability > 50%) that are at risk of not closing.	CX - Opportunity Revenue Line
Weighted Pipeline - Detail	Compares the open pipeline with the weighted pipeline by sales stage and closing quarter.	CX - Opportunity Revenue Line

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Analyses Detail	Analyses Description	Related Subject Areas
Weighted Pipeline - Trend	Shows trends of the weighted pipeline based on the snapshot period, and also a projection over the next 3 months.	CX - Opportunity Revenue Line
Won Sales	Shows key metrics related to won sales such as won opportunity line revenue and number of won opportunity revenue lines, win rate, and conversion rate. It also shows how won opportunities compares to open and lost opportunities during the same time period.	CX - Opportunity Revenue Line Snapshot, CX - Opportunity Revenue Line
Win - Loss Analysis	Shows won and lost revenue by different quarters and a historical trend over the last 6 quarters. It alsoo shows the won revenue by top 10 territories and products.	CX - Opportunity Revenue Line Snapshot, CX - Opportunity Revenue Line
Lost Sales	Shows lost opportunity revenue lines by amount and by lost quarter. It also includes key conversion metrics such as revenue line loss rate percentage.	CX - Opportunity Revenue Line Snapshot, CX - Opportunity Revenue Line
Average Deal Size	Provides a breakdown of average deal size by sales stage, opportunity owner, territory owner, and product/group.	CX - Opportunity Revenue Line
Average Deal Size - Trend Analysis	Shows the trend of average deal size by territory and by product, and how the metric has evolved historically.	CX - Opportunity Revenue Line Snapshot
Win Rate and Conversion Rate Analysis	Shows the revenue line win rate and conversion rate percentages and sales stage.	CX - Opportunity Revenue Line
Win Rate and Conversion Rate Trend	Shows the historical trend of revenue line win rate and conversion rate by sales stage.	CX - Opportunity Revenue Line Snapshot
Top 20 Accounts	Shows the top 20 accounts based on open and won revenue It also provides a breakdown of won revenue by account and product, as well as account and territory.	CX - Opportunity Revenue Line
Team All - Stars	Lists sales resources or credit recovers with the highest number of wins and deal sizes.	CX - Opportunity Revenue Line
Converted Opportunity Pipeline	Shows a summary of the converted opportunities (converted from leads) such as converted opportunity line revenue, average won line revenue, and converted revenue over time.	CX - Opportunity Revenue Line
Opportunity Days to Close	Shows how long it takes to close opportunities, and compares them with the converted opportunities closure time and rates.	CX - Opportunity
Converted Opportunity Revenue	Shows the pipeline contributed by converted opportunities.	CX - Opportunity
Opportunity Stage Progression	Shows the details on the stages that Opportunities have progressed through.	CX-Opportunity Stage Progression
Renewal Sales Dashboard	Shows the summary of opportunities created as part of the renewal selling.	CX - Opportunity Revenue Line

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Quote and Order Capture

Analyses Detail	Analyses Description	Related Subject Areas
Opportunity Quote Lines	Shows the summary of opportunity quote lines, the contract value, and the discount offered.	CX - Opportunity Quote Line
Opportunity Quotes	Shows the summary of the opportunity quotes raised, statuses by their owners, quotes raised over time period, etc.	CX - Opportunity Quote
Opportunity Quotes - Trends	Shows the trend of quote generation, won quote line, discount percentage, and the cycle time.	CX - Opportunity Quote
Pricing Insights	Provides a unified view of critical pricing metrics, trends, and performance indicators, enabling pricing managers to make data-driven decisions	CX - Opportunity Quote, CX - Opportunity Quote Line
Quote Contract Value	Shows a summary of the quote contract value and details such as contract value by owner, by opportunity name, etc.	CX - Opportunity Quote
Quote Cycle Time	Provides insight into the time it takes when an opportunity moves to quote, quote to order placed, and contract start time.	CX - Opportunity Quote
Quote Revenue	Shows the summary of the quote revenue and how it's split into recurring, non-recurring, usage based revenue, and related details.	CX - Opportunity Quote

Service Request Management

Prebuilt Analyses

Analyses Detail	Analyses Description	Related Subject Areas
SR Overview	Shows a summary of service requests such as total SRs, critical SRs, SRs pending agent action, SRs by time, etc.	CX - Service Request
Critical SRs	Shows the summary information for critical SRs such as critical SRs in various statuses, by assignee and customers, etc.	CX - Service Request
Critical SR Details	Provides details of critical SRs by sales account and related details.	CX - Service Request
Agent Performance Details	Provides insights into how the service agents performance is, such as the resolved SRs, average time to resolve, etc.	CX - Service Request
SR Resolution	Shows a summary of resolved SRs, the time it took to resolve them by month and by severity, etc.	CX - Service Request
SRs by Channel	Shows a summary of SRs by different channels that were used for the SRs.	CX - Service Request

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Analyses Detail	Analyses Description	Related Subject Areas
SRs by Service Category	Shows a summary of SRs by service category for which the SRs were raised.	CX - Service Request

Subscription Management

Analyses Detail	Analyses Description	Related Subject Areas
Subscription Overview	Shows the summary of the existing Subscription metrics (Active MRR, Active Customers, ARPU, Active TCV etc.) and shows Renewals, Upgrades, Downgrades over a period of time.	CX - Subscriptions
Subscription Trends	Shows the trend of Active MRR, Active Customer, Active TCV, ARPU, Churn Rate, Renewal Rate, etc. over a period of time.	CX - Subscription Historical Trend
Subscription AR Overview	Summarizes the Subscription AR transactions, and shows the overdue invoices and the credit memos raised for Subscription invoices.	Financials - AR Revenue* * This report is enabled for customers using CX+ERP sku

Marketing Campaigns

Analyses Detail	Analyses Description	Related Subject Areas
Campaign Attributed Leads	Shows the number of leads generated from each campaign that was created in the current quarter.	CX - Campaign Members
Campaign Attributed Opportunities	Shows the number of opportunities generated from each campaign that was created in the current quarter. This analysis uses the last touch attribution model.	CX - Campaign Opportunity Revenue
Campaign Attributed Pipeline	Shows the pipeline contribution from the opportunities attributable to the campaign.	CX - Campaign Opportunity Revenue
Campaign ROI	Shows the ROI from each campaign and the attributable won revenue.	CX - Campaign Opportunity Revenue
Cost Per Opportunity Revenue Line	Provides insight on the average campaign cost incurred on generating a single opportunity revenue line. It also provides a comparison based on different campaigns.	CX - Campaign Opportunity Revenue
Cost Per Won Revenue	Shows the average campaign cost for every earning. It also provides a comparison of this metric with different campaigns and products.	CX - Campaign Opportunity Revenue
Top Campaigns	Shows the best performing campaigns based on different parameters such as ROI, number of wins, revenue generated, etc.	CX - Campaign Opportunity Revenue

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Analyses Detail	Analyses Description	Related Subject Areas
Campaign Targeted Accounts	Shows which accounts were targeted by different campaigns and the result based on ROI, opportunity outcome, and revenue generated.	CX - Campaign Opportunity Revenue

Prebuilt Business Metrics

This section provides information about Oracle Fusion CX Analytics prebuilt business metrics.

Topics

- Overview
- Activity Management
- Customer Relationship Management
- Lead Management
- Marketing Campaigns
- Opportunity Management
- Subscription Management
- Quote and Order Capture
- Service Request Management

Overview

These are measurements that define and track specific business goals and objectives that often roll up into larger organizational strategies that require monitoring, improvement, and evaluation.

Predefined business metrics allow a user to view business performance and drill into the details to understand why a value may be off the target. Only Analytic Currency metrics are used in the predefined content.

> **Note**
>
> Key metrics have replaced key performance indicators (KPIs) in release 24R1.

Activity Management

Business Metric Name	Business Metric Description	Related Subject Areas
Number of Activities	Shows the number of activities.	CX - Activity
New Activities	Shows activities created in the last seven days.	CX - Activity
Activity Rate - Won Opportunities	Shows the average number of activities for won opportunities.	CX - Opportunity Activity
Task Rate - Won Opportunities	Shows the average number of tasks created for won opportunities.	CX - Opportunity Activity

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Business Metric Name	Business Metric Description	Related Subject Areas
Appointment Rate - Won Opportunities	Shows the average number of appointments created for won opportunities.	CX - Opportunity Activity
Meeting Rate for Won Opportunities	Shows the average number of meetings for won opportunities	CX - Opportunity Activity
Demo Rate Won Opportunities	Shows the average number of demos for won opportunities.	CX - Opportunity Activity
Average Number of Activities Per Team Member For Won Opportunities	Shows the average number of activities per team member for won opportunities.	CX - Opportunity Activity
Average Number of Activities Per Team Member For Lost Opportunities	Shows the average number of activities per team member for lost opportunities.	CX - Opportunity Activity
Activity Rate for Open Opportunities	Shows the average number of activities for currently open opportunities.	CX - Opportunity Activity
Number of Customer-facing Tasks for Won Opportunities	Shows the number of tasks by type (call, chat, demo, meeting, or email) for won opportunities.	CX - Opportunity Activity
Number of Customer facing tasks for Lost Opportunities	Shows the number of tasks by type (call, chat, demo, meeting, or email) for lost opportunities.	CX - Opportunity Activity
Activity Duration For Completed Activities	Shows the average activity duration for completed activities.	CX - Activity
Opportunity Activities Rate	Shows the average number of complete activities per opportunity.	CX - Opportunity Activity
Lead Activities Rate	Shows the average number of completed activities per lead.	CX - Lead Activity
Team Member Activity Rate	Shows the average number of activities per team member.	CX - Activity

Customer Relationship Management

Business Metric Name	Business Metric Description	Related Subject Areas
Average Deal Size	Describes the closed opportunity line revenue.	SF - Opportunity
Deals At Risk	Describes the top 'N' open opportunities (by revenue) with a win probablity of <= 50%.	SF - Opportunity
Lost Sales	Describes the total sales revenue for the period where opportunity status = closed / lost.	SF - Opportunity
Open Pipeline	Describes the total revenue of opportunity revenue lines with an open status category.	SF - Opportunity
Opportunity Progression	Shows how quickly opportunities are moving through the sales stages.	SF - Opportunity Stage Progression
Revenue from Accounts	Lists the top accounts by won revenue for the reporting period.	SF - Opportunity
Sales Funnel Leakage	Also known as stage drop off rates, the sales funnel leakage tells you where prospects drop out of your funnel at the greatest rates.	SF - Opportunity

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Business Metric Name	Business Metric Description	Related Subject Areas
Sales Pipeline Velocity	Shows how quickly deals move through the pipeline and generate revenue.	SF - Opportunity Stage Progression
Stage to Close Velocity	Shows the average time spent in a stage before opportunities move to closed - won or closed - lost.	SF - Opportunity Stage Progression
Team All-Stars	Displays details of Opportunity Owners with the top 10 wins by revenue for the time period.	SF - Opportunity
Weighted Pipeline	Describes the weighted pipeline measures sales revenue based on the opportunity win probablity percentages assigned to the open opportunities in the current pipeline.	SF - Opportunity
Win Rate (%)	Describes the rate in which opportunity is being closed - won.	SF - Opportunity
Won Sales	Describes the total sales revenue for the period where opportunity status = closed / won.	SF - Opportunity

Lead Management

Business Metric Name	Business Metric Description	Related Subject Areas
Number of Leads	Shows the number of leads created in the reporting period.	CX - Leads
Lead Qualification Rate (%)	Shows the number of leads qualified, expressed as a percentage of the total number of leads created.	CX - Leads
Lead Conversion Rate (%)	Shows the number of leads converted, expressed as a percentage of the total number of leads created.	CX - Leads
Lead Rejection Rate (%)	Shows the number of leads rejected, expressed as a percentage of the total number of leads created.	CX - Leads
Average Lead Age	Shows the average number of days the lead is open before it's converted, rejected or retired.	CX - Leads
Lead Qualification to Conversion Velocity	Shows the average number of days before the qualified lead is converted.	CX - Leads
Number of Qualified Expired Leads	Shows the number of qualified expired leads.	CX - Leads
Won Revenue By Lead Channel	Shows the won opportunity revenue generated from leads based on their lead channel.	CX - Leads
Accounts - Leads	Shows the accounts with the highest number of open leads.	CX - Leads
Opportunity Pipeline Split - Sales vs Marketing	Shows the number of open opportunities by sales stage for opportunities generated from sales vs marketing.	CX - Leads
New Leads	Shows new leads created based on the lead creation date.	CX - Leads

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Business Metric Name	Business Metric Description	Related Subject Areas
Lead to Opportunity Velocity	Shows the average number of days a lead has taken from the day the lead is created to the day its converted.	CX - Leads

Marketing Campaigns

Business Metric Name	Business Metric Description	Related Subject Areas
Campaign Attributed Leads	Shows the number of leads generated from marketing campaigns.	CX - Campaign Members
Campaign Attributed Opportunities	Shows the number of opportunities generated from marketing campaigns (using the last touch model).	CX - Campaign Opportunity Revenue
Campaign Attributed Pipeline	Shows pipeline revenue contributions from campaign-attributable opportunities (using the last touch model).	CX - Campaign Opportunity Revenue
Campaign Attributed Won Revenue	Shows the total revenue attributed to a campaign for all opportunities with a closed-won status.	CX - Campaign Opportunity Revenue
Campaign ROI	Shows a campaign return on investment based on campaign actual cost and campaign attributable revenue.	CX - Campaign Opportunity Revenue
Campaign Responses	Shows the number of responses for each campaign.	CX - Campaign Opportunity Revenue
Campaign Actual Vs Budgeted Cost	Shows the ratio of actual cost / budgeted cost for every campaign.	CX - Campaign Opportunity Revenue
Campaign Attributed Won Opportunity Revenue Lines	Shows the number of won opportunity revenue lines from opportunities attributable to a campaign.	CX - Campaign Opportunity Revenue
Campaign Attributed Lost Opportunity Revenue Lines	Shows the number of lost opportunity revenue lines from opportunities attributable to a campaign.	CX - Campaign Opportunity Revenue
Campaign Attributed Open Opportunity Revenue Lines	Shows the number of open opportunity revenue lines from opportunities attributable to a campaign.	CX - Campaign Opportunity Revenue
Cost Per Opportunity Revenue Line	Shows the ratio of campaign actual cost and the number of opportunity revenue lines.	CX - Campaign Opportunity Revenue
Cost Per Won Opportunity Revenue Line	Shows the ratio of campaign actual cost and the number of won opportunity revenue lines.	CX - Campaign Opportunity Revenue
Cost Per Won Revenue	Shows the ratio of campaign actual cost and won opportunity line revenue.	CX - Campaign Opportunity Revenue
Cost Per Attributed Revenue	Shows the ratio of campaign actual cost and total attributable opportunity line revenue.	CX - Campaign Opportunity Revenue
Top Campaigns	Shows the top campaigns with the highest won revenue.	CX - Campaign Opportunity Revenue
Campaign Engaged Contacts	Shows the number of contacts targeted by campaigns.	CX - Campaign Opportunity Revenue
Campaign Targeted Accounts	Shows the number of accounts targeted by campaigns.	CX - Campaign Opportunity Revenue

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Opportunity Management

Business Metric Name	Business Metric Description	Related Subject Areas
Won Sales	Describes the total sales revenue for the period where opportunity status category = won.	CX - Opportunity Revenue Line
Lost Sales	Describes the total sales revenue for the period where opportunity status category = lost.	CX - Opportunity Revenue Line
Sales Pipeline	Describes the total revenue of opportunity revenue lines with an open status category.	CX - Opportunity Revenue Line
Weighted Pipeline	Describes the weighted pipeline measures sales revenue based on the opportunity win probablity percentages assigned to the open opportunities in the current pipeline.	CX - Opportunity Revenue Line
Sales Pipeline Velocity	Shows how quickly deals move through the pipeline and generate revenue.	CX - Opportunity Stage Progression
Sales Stage Velocity	Shows the average time spent in a stage before opportunities move to closed - won or closed - lost.	CX - Opportunity Stage Progression
Sales Funnel Leakage	Also known as stage drop off rates, the sales funnel leakage tells you where prospects drop out of your funnel at the greatest rates.	CX - Opportunity Revenue Line
Sales Stage Progression	Shows how quickly opportunities are moving through the sales stages.	CX - Opportunity Stage Progression
Average Deal Size	Describes the closed opportunity line revenue averaged over the number of revenue lines.	CX - Opportunity Revenue Line
Win Rate %	Describes the rate in which opportunity revenue lines are being closed - won.	CX - Opportunity Revenue Line
Deals At Risk	Describes the top 'N' open opportunities (by revenue) with a win probablity of <= 50%.	CX - Opportunity Revenue Line
Revenue From Accounts	Lists the top accounts by won revenue for the reporting period.	CX - Opportunity Revenue Line
Team All-Stars	Displays details of primary resources with the top 10 wins by revenue for the time period.	CX - Opportunity Revenue Line
Opportunity Line Type	Shows opportunity revenue lines by type.	CX - Opportunity Revenue Line
Revenue Type	Shows renewal revenue by type (recurring, non-recurring, or usage).	CX - Opportunity Revenue Line
Renewal Pipeline	Shows all of the open renewal opportunities.	CX - Opportunity Revenue Line
Renewal Revenue	Shows the renewal pipeline amount.	CX - Opportunity Revenue Line
Renewal Pipeline %	Shows the renewal pipeline revenue of the total opportunity revenue.	CX - Opportunity Revenue Line
Won Renewal Revenue	Shows the won renewal pipeline revenue.	CX - Opportunity Revenue Line

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Business Metric Name	Business Metric Description	Related Subject Areas
Renewal Opportunities Win Rate	Shows the rate of winning renewal opportunities.	CX - Opportunity Revenue Line
Lost Renewal Revenue	Shows the renewal pipeline revenue that is lost.	CX - Opportunity Revenue Line
Lead Conversion	Shows the number of won and lost opportunities from converted leads.	CX - Opportunity
Opportunities from Leads (%)	Shows the percentage of opportunities of the total number of converted leads.	CX - Opportunity
Average Converted Opportunity Line Revenue	Shows the average opportunity line revenue of the opportunities converted from leads.	CX - Opportunity Revenue Line
Line Revenue from Converted Leads	Shows the open opportunities line revenue from converted leads.	CX - Opportunity Revenue Line
Lead Generated Pipeline	Shows the number of open opportunities by sales stage for opportunities generated from leads vs from non-leads.	CX - Opportunity
Days to Close Converted Leads	Shows the average of (opportunity close date - opportunity creation date) for opportunities converted from leads.	CX - Opportunity

Subscription Management

Business Metric Name	Business Metric Description	Related Subject Areas
Monthly Recurring Revenue (MRR)	Shows the total MRR for subscription lines	CX - Subscription Historical Trend
Product Net price (TCV)	Shows the total Subscription Net Amount	CX - Subscription Historical Trend
Active Customers	Shows the total number of customers with an active subscription at the start or end of a given period	CX - Subscription Historical Trend
Average Revenue per User (ARPU)	Shows the total MRR divided by the total number of active customers at the start or end of a given period	CX - Subscription Historical Trend
Churned Customers	Shows the total number of customers churned in a given period	CX - Subscription Historical Trend
MRR Churn Rate	Shows the rate at which MRR is lost from churned subscriptions.	CX - Subscription Historical Trend
Customer Churn Rate	Shows the proportion of active customers that became inactive during the given period. A customer is active if they have a currently active subscription	CX - Subscription Historical Trend
MRR Renewal Rate	Shows the rate of MRR renewal calculated as activated renewal MRR divided by the MRR due for renewal in a given period.	CX - Subscription Historical Trend

Quote and Order Capture

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Business Metric Name	Business Metric Description	Related Subject Areas
Active Quotes	Shows the number of active quotes created.	CX - Opportunity Quote
Average Quotes for Won Opportunities	Shows the average number of quotes for won opportunities.	CX - Opportunity Quote
Quote Cycle Time	Shows the total elapsed time from quote-to-order.	CX - Opportunity Quote
Quote Conversion Rate	Shows the number of closed quotes as a percentage of active quotes.	CX - Opportunity Quote
Average Contract Value	Shows the average contract value.	CX - Opportunity Quote
Opportunity to Quote Velocity	Shows the opportunity to quote cycle time.	CX - Opportunity Quote
Average Recurring Revenue	Shows the average recurring revenue.	CX - Opportunity Quote
Active Quote Win Rate	Shows the number of won quotes as a percentage of closed quotes.	CX - Opportunity Quote
Number of Quotes Lines	Shows the number of quote lines created.	CX - Opportunity Quote Line
Number of Active Quotes with Lines	Shows the number of active quotes with quote lines.	CX - Opportunity Quote Line
Contract Line Value	Shows the total contract line value for active quotes.	CX - Opportunity Quote Line
Average Contract Line Value	Shows the average contract quote line value.	CX - Opportunity Quote Line
Quote Line Conversion Rate	Shows the number of quote lines converted.	CX - Opportunity Quote Line
Average Quote Line Cycle Time	Shows the average elapsed time from quote line to order.	CX - Opportunity Quote Line
Number of Quoted Opportunities	Shows the number of quoted opportunities.	CX - Opportunity

Service Request Management

Business Metric Name	Business Metric Description	Related Subject Areas
Service Requests by Status	Shows the number of CX service requests by their status.	CX - Service Request
SR Backlog Rate (%)	Shows the percentage of open SRs relative to the total SRs by age category.	CX - Service Request
Escalation (Critical SR's)	Shows the number of SRs that are marked critical.	CX - Service Request
SR Resolution (%)	Shows the number of SRs in resolved status.	CX - Service Request
Agent Performance	Shows the average time (days) to resolve issues by service agents.	CX - Service Request
SRs by Service Category	Shows the number of open SRs by service category.	CX - Service Request
SRs by Channel	Shows the number of open SRs by channel.	CX - Service Request
Top 10 Customers (With Active SRs)	Shows the top 10 customers with the most active open SRs.	CX - Service Request

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Prebuilt Dashboards

This section provides information about Oracle Fusion CX Analytics prebuilt dashboards.

Topics

- Overview
- Prebuilt Dashboards

Overview

A dashboard is an object that provides a series of overview or detailed business metrics

Overview Dashboards

An overview dashboard is a top-level object containing multiple business metrics.

Each dashboard typically contains as many as 8 composite visualizations. These present an aggregated value for the business metric, a supplemental visualization and with a drill down capability to Data Visualization content found in detail dashboards.

To access prebuilt data visualizations, go to **Shared Folders**, click **Oracle**, click **Fusion CX**, and then click **Overview Dashboards**. All prebuilt decks are migrated to workbooks in Oracle Analytics Cloud, and you can find these in the **Detail Dashboards** folder, located within the parent application folder.

Detail Dashboards

Detail dashboards typically contain more in-depth analyses along with filters focused on a specific topic. These workbooks can be launched directly or starting from an overview dashboard.

To access prebuilt data visualizations, go to **Shared Folders**, click **Oracle**, click **Fusion CX**, and then click **Detail Dashboards**.

> **Note**
>
> Workbooks have replaced decks and visualizations have replaced cards in release 24R1.

Prebuilt Dashboards

Dashboard Name	Dashboard Description
Campaign Effectiveness	Includes Business Metrics that help marketing and sales users measure campaign ROI metrics, and important conversion metrics as part of the campaign to opportunity process flow.
Lead Conversion	Includes Business Metrics that provide insight into the leads that are getting converted to opportunities, the rate of conversion, their contribution to overall opportunities, and their performance in terms of revenue closure and time to close the opportunities.

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Dashboard Name	Dashboard Description
Leads	Provides Business Metrics for tracking important lead metrics including those related to lead conversions and lead qualifications.
Opportunity Quotes	Includes Business Metrics that help sales users gain insight into the quotes created in the system, and the contract value and cycle times associated with those quotes.
Renewal Sales	Includes Business Metrics that provide insights and metrics on the renewal opportunity pipeline, the related revenue figures, and their won rate.
Sales Activity	Includes Business Metrics that provides insights on sales activities performed in the current quarter and how they relate to opportunity outcomes (won and lost).
Sales Pipeline	Includes Business Metrics for measuring the overall health of the sales pipeline.
SF Sales Pipeline	Includes Business Metrics for measuring the overall health of the Sales Pipeline.
SF Win-Loss Analysis	Includes Business Metrics that provide insights and metrics on Opportunity outcomes (won and lost) and the related Opportunity Amount figures.
SR Management	Includes Business Metrics to help service managers and reps to get an overview of the SRs raised in the system, and what's the rate, escalations, and how they're being handled by the agents.
Subscriptions	Includes Business Metrics that provide insight and metrics on Subscription MRR and TCV, along with additional details about Customers and their Churn.
Win-Loss Analysis	Includes Business Metrics that provide insights and metrics on opportunity outcomes (won and lost) and the related opportunity revenue figures.

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A

Report Authoring Tips

This section provides tips and guidelines for creating effective and timely reports.

Topics

- Common Report Authoring Tips
- Report Authoring Tips for Oracle Fusion CX Analytics

Common Report Authoring Tips

Improve all of your Oracle Fusion Data Intelligence reports with these recommendations and answers to frequently asked questions regarding reporting. The information isn't exhaustive and is updated regularly with additional information and authoring tips.

Tips for Filters

When applying filters to reports, follow these guidelines:

- Use dashboard filters instead of workbook or canvas filters for user interactions in analyses.
- Use workbook filters for hidden and non-interaction filters.
- To improve the performance of prompts, set the Limit by Values to **None** in System Settings so that it's applied to all workbooks by default. You can change this setting in specific workbook filters if needed, however the default value of None should remain.
- When applying a filter on an attribute, use a Code column (when available) instead of a Name or Description column.
- Always apply the necessary filters first before you start building visualizations to ensure optimal queries are created when you add the metrics required in the visualization.
- To improve performance, use the presentation period columns from a day presentation table when applying filters, such as Year, Quarter, and Month, and avoid using dynamic time rollup columns.

Tips for Brushing

Disable brushing to improve report performance. See Update Canvas Properties.

Tips for Working with Currency

To display the currency format for currency amounts, set the number format in each visualization as a custom currency. Then in the subject area folder, select the currency column. See Set Currency Symbols for Visualizations.

Tips for Reporting on Attributes Across Multiple Dimensions

When reporting on attributes against multiple dimensions, always use a measure in the report. In subject areas with more than one fact, the measure sets the correct context in the query, builds an accurate navigational path, and returns the expected results. If you don't want the measure to show in the report, hide it. See Hide or Delete a Column.

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Tips for Presentation Hierarchies

- To optimize performance when displaying presentation columns in a visualization, use the level-specific presentation columns (for example, Cost Center Level 31).
- If you need to display a presentation hierarchy, use a tree hierarchy.
- When using a tree hierarchy, avoid selecting the base columns located under the tree hierarchy folder unless there's a specific business requirement.

These columns can significantly degrade performance and may produce incorrect results when workbook filters aren't applied. This behavior occurs because fact rows are replicated across all hierarchy levels and hierarchy versions to make segment values available throughout the hierarchy structure. See Work with Presentation Tables and Columns.

Report Authoring Tips for Oracle Fusion CX Analytics

Improve your Oracle Fusion CX Analytics reports with these recommendations and answers to frequently asked questions regarding reporting. The information isn’t exhaustive and is updated regularly with additional information and authoring tips.

To improve performance, use the presentation period columns from a day presentation table when applying filters, such as Year, Quarter, and Month, and avoid using dynamic time rollup columns. For example, navigate to the Catalog and open CX - Activity, then open Dates, then open Activity Created Date. In that folder, use the Activity Created Year and Activity Created Month. For each date type column, Oracle Fusion CX Analytics automatically generates additional period levels derived from that date. Don't use these derived periods for filtering.

Tips on Reporting on Historical Snapshot Subject Areas

Oracle Fusion CX Analytics provides two subject areas on historical snapshot data, namely CX - Opportunity Snapshot and CX - Opportunity Revenue Line Snapshot. When reporting by snapshot data, always include snapshot date as part of the grain of the report. Follow these guidelines:

- When filtering by snapshot date, clearly filter or anchor reports to one or multiple snapshots of your choice.
- Show data by snapshot date to prevent the amounts from different snapshots being aggregated together which results in double-counting.
- Apply additional filters such as expected close date to improve functionality.

Example

For the pipeline of a quarter, such as 2021Q3, create a report that shows the historical open revenue amount by snapshots periods, such as 07-21 and 08-21.

- The report has a dashboard filter Revenue Line Snapshot Enterprise Period that anchors to two snapshots of 07-21 and 80-21 of the user’s choice.
- The report shows the Revenue Line Snapshot Enterprise Period in the table so that amounts from each snapshot appear separately.
- The dashboard filter Opportunity Expected Close Enterprise Quarter generates the intended opportunity data.

Tips on Reporting Pipeline Historical Changes

Oracle Fusion CX Analytics provides the ability to report pipeline historical changes. In the subject area CX - Opportunity Snapshot, change metrics are grouped under the presentation

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table Facts - Opportunity Changes. In the subject area CX - Opportunity Revenue Line Snapshot, change metrics are grouped under three presentation tables for the three currencies supported, namely Facts - Revenue Line Changes - Document Currency, Facts - Revenue Line Changes - CX Currency, and Facts - Revenue Line Changes - Analytics Currency. In general, change metrics can be classified into two types.

- Changes in lifecycle. Examples are:
  - Number of Changes to Expected Enterprise Line Close Period. It aggregates the total number of times the Revenue Line Expected Close Period has been changed in its lifecycle until the end of the selected snapshot period.
  - Number of times Revenue Line Amount Increased. It aggregates the total number of times the Revenue Line Expected Amount has been increased until the end of the selected snapshot period.
- Changes within the snapshot reporting period. Examples are:o # of Revenue Lines Moved Out by 1 Period in The Selected Snapshot Period. It counts the number of Revenue Lines moved out by 1 period from the selected snapshot period.o # of New Revenue Lines Added in The Selected Snapshot Period. It counts New Revenue Lines added to selected snapshot period.

To build reports on historical changes with good query performance, need to follow the following guidelines.

- Filter the set of opportunities or opportunity revenue lines to report. For example, filter by the current Opportunity Revenue Line Expected Close Enterprise Quarter = “Q2 2024”. Without a proper filter on the set of opportunities of interest, filtering by snapshot period only isn't enough, which results in scanning all the opportunities in the snapshots and slows down query performance.
- “Changes in lifecycle” will sum up the changes across snapshots in life cycle till the end of snapshot period. To reduce and snapshots involved in a query for better performance, limit the query to one snapshot quarter or less. For example, filter by Opportunity Revenue Line Snapshot Enterprise Quarter = “Q1 2024”.
- For the two types of change metrics mentioned above, try not to mix them in one query. The two types of change metrics follow different ways to aggregate data. Create two visualizations for the two types in one workbook, so that two separate queries are issued without overlapping.

Recommended Filters

Items with an asterisk (*) are required.

Subject Area	Presentation Table (Recommended Filter) Date Dimensions
CX - Activity	Filter by at least one of the dates below. • Activity Actual Start Date • *Activity Created Date • Activity Actual End Date
CX - Campaign Activity Analysis	To build a meaningful report on Campaign, need to filter by one or more campaigns. • *Campaign • Campaign End Date • Campaign Start Date • Campaign Created Date

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Subject Area	Presentation Table (Recommended Filter) Date Dimensions
CX - Campaign Activity Detail Analysis	To build a meaningful report on Campaign, need to filter by one or more campaigns. • Campaign • *Campaign Activity Date • Campaign End Date • Campaign Start Date • Campaign Created Date
CX - Campaign Members	To build a meaningful report on Campaign, need to filter by one or more campaigns. • *Campaign • CX Campaign Start Date • CX Campaign End Date • CX Campaign Created Date
CX - Campaign Opportunity Quote Line	To build a meaningful report on Campaign, need to filter by one or more campaigns and the dates. • *Campaign • CX Campaign Start Date • CX Campaign End Date • CX Campaign Created Date
CX - Campaign Opportunity Revenue	To build a meaningful report on Campaign, need to filter by one or more campaigns. • *Campaign
CX - IC Attainments	* Event Period
CX - IC Credits	* Event Period
CX - IC Earnings	* Event Period
CX - IC Participant Balances	* Payment Period
CX - IC Payments	* Payment Period
CX - IC Transaction Historical Changes	* Historical Event Period
CX - IC Transactions	* Event Period
CX - Lead Activity	Filter by at least one of the dates below. • Activity Actual Start Date • *Activity Created Date • Activity Actual End Date • *Lead Created Date • Lead Qualified Date • Lead Converted Date • Lead Retired Date
CX - Leads	Filter by at least one of the dates below • *Lead Created Date • Lead Qualified Date • Lead Converted Date • Lead Qualified Date
CX - Opportunity	Filter by at least one of the dates below • *Opportunity Expected Close Date • Opportunity Actual Close Date • Opportunity Created Date • *Sales Stage

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Subject Area	Presentation Table (Recommended Filter) Date Dimensions
CX - Opportunity Activity	Filter by at least one of the dates below. • Activity Actual Start Date • *Activity Created Date • Activity Actual End Date • *Opportunity Expected Close Date • Opportunity Actual Close Date • Opportunity Created Date • *Sales Stage
CX - Opportunity Quote	Filter by at least one of the dates below • *Opportunity Expected Close Date • Opportunity Actual Close Date • *Quote Creation Date • Quote Contract Start Date • Quote Contract End Date • Quote Expiration Date • Order Placed On Date'
CX - Opportunity Quote Line	Filter by at least one of the dates below • *Quote Line Creation Date • Quote Line Contract Start Date • Quote Line Contract End Date • Quote Creation Date • Quote Line Order Date • Quote Line Request Date
CX - Opportunity Revenue Line	Filter by at least one of the dates below along with Sales Stage • Opportunity Revenue Line Created Date • Opportunity Revenue Line Expected Close Date • Opportunity Revenue Line Actual Close Date • Opportunity Created Date • Opportunity Expected Close Date • Opportunity Actual Close Date • *Sales Stage
CX - Opportunity Revenue Line Snapshot	Reference how to build report using historical snapshot above. • *Opportunity Revenue Line Snapshot Date • *Opportunity Revenue Line Expected Close Date • Opportunity Revenue Line Actual Close Date • *Historical Sales Stage
CX - Opportunity Snapshot	Reference how to build report using historical snapshot above. • *Opportunity Snapshot Date • *Opportunity Expected Close Date • Opportunity Actual Close Date • Opportunity Created Date • *Historical Sales Stage
CX - Opportunity Stage Progression	Filter by at least one of the dates below. • *Opportunity Expected Close Date • Stage Enter Date • Stage Exit Date • *Historical Sales Stage

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Subject Area	Presentation Table (Recommended Filter) Date Dimensions
CX - Service Request	Filter by at least one of the dates below. • *Service Request Open Date • Service Request Resolution Date • Service Request Close Date • Service Request Last Reopen Date • Service Request Last Transfer Date
CX - Service Request Lifecycle	Filter by at least one of the dates below. • *Service Request Open Date • Service Request Resolution Date • Service Request Close Date • Service Request Change Start Date • Service Request Change End Date
CX - Service Request Milestone	Filter by at least one of the dates below. • *Service Request Open Date • Service Request Resolution Date • Service Request Close Date • Service Request Milestone Due Date • Service Request Milestone Completion Date • Service Request Milestone Warning Date • Service Request Last Transfer Date • Service Request Last Reopen Date
CX - Service Work Order	Filter by at least one of the dates below. • *Service Work Order Creation Date • Service Work Order Actual Start Date • Service Work Order Actual End Date • Service Work Order Resolution Due Date • Service Work Order Schedule Date
CX – Subscription Bill Line	Filter by at least one of the dimensions below. • *Sold-to Customer • *Subscription Product Type • *Inventory Item • Business Unit • Subscription Bill Line Invoice Date • Subscription Bill Line Interface Date
CX – Subscription Historical Trend	Filter by at least one of the dimensions below. • *Sold-to Customer • *Subscription Product Type • *Inventory Item • Business Unit • Subscription Aggregate Date
CX - Subscriptions	Filter by at least one of the dimensions below. • *Sold-to Customer • *Subscription Product Type • *Inventory Item • Business Unit • Subscription Start Date
SF - Activity	• * SF Activity Created Date • SF Activity Start Date • SF Activity End Date
SF - Campaign Influence	• * SF Campaign

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Subject Area	Presentation Table (Recommended Filter) Date Dimensions
SF - Campaign Members	• * SF Campaign
SF - Lead Activity	• * SF Activity Created Date • SF Activity Date • SF Activity Start Date • SF Activity End Date • SF Lead Created Date • SF Lead Converted Date
SF - Leads	• * SF Lead Created Date • SF Lead Converted Date
SF - Opportunity	• SF Opportunity Close Date • * SF Opportunity Created Date
SF - Opportunity Activity	• * SF Activity Created Date • SF Activity Date • SF Activity Start Date • SF Activity End Date • SF Opportunity Close Date • SF Opportunity Created Date
SF - Opportunity Historical Trend	• * SF Opportunity Historical Date • SF Opportunity Close Date • * SF Opportunity Created Date
SF - Opportunity Line Item	• SF Opportunity Close Date • * SF Opportunity Created Date • SF Line Item Created Date • SF Line Item Product Date • SF Line Item Schedule Date
SF - Opportunity Stage Progression	• *SF Stage Enter Date • *SF Stage Exit Date • SF Opportunity Close Date
SF - Primary Campaign Influence	• *SF Campaign • SF Opportunity Created Date • SF Opportunity Close Date

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B

Frequent Data Refresh V2 Data Lineage (Preview)

This section provides information about Oracle Fusion CX Analytics Frequent Data Refresh V2 data lineage.

Topics

- Overview

Overview

Frequent Data Refresh (FDR) for Oracle Fusion CX Analytics updates data at short intervals to keep information current and accurate.

You can use the new Frequent Data Refresh V2 (FDR V2) feature to get the latest information for relevant functional areas and custom data settings. For the selected modules, data is refreshed across all necessary tables, and the FDR flag is added to the relevant subject areas. FDR aims to bring transaction information for base datasets.

Derived data, such as aggregate tables and snapshots, aren't part of the FDR process. Dimensional data is excluded from the default FDR because it's considered non-transactional data.

You can add available dimension tables and data augmentation tables to the frequent refresh tables based on your reporting needs.

GL Code Combinations are excluded by default in FDR V2. To accommodate new GL code combinations in transaction tables, you must include the following tables by selecting them explicitly:

- DW_GL_CODE_COMBINATION_D
- DW_FLEX_BI_OBJECT_LBL_LKP_TL

Review the functional areas currently available for FDR V2 to ensure you select the appropriate ones.

Frequent Data Refresh V2 Database Objects Spreadsheet

Use this spreadsheet that contains details of the database objects supported for FDR V2. This sheet also includes the information about the date columns that are used to construct the lambda objects.

For more details about lambda objects, see Frequent Data Refresh Delta Tables and Lambda View Details.

FDR V2 Metrics Spreadsheet

Use this spreadsheet that contains details of the metrics supported for FDR V2.

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Frequently Asked Questions

The Oracle Fusion CX AnalyticsFrequently Asked Questions (FAQs) provide answers to the most commonly asked questions about provide solutions to improve your analytics experience.

Topics:

- How do I synchronize data security from Oracle Fusion Cloud Applications (Cloud CX) with Fusion Data Intelligence?
- Why do I not see data for a few metrics such as Facts - Conversion or Facts - Renewal?
- Which functional area do I need to enable to see data in all the visualizations?
- Why do I not see the data for Resource Hierarchy, that is all the owner-related dimensions (Opportunity Owner, Activity Owner, Lead Owner, etc.)?
- Why do the count of Eloqua activities show minor differences from what I see in Eloqua Insight?
- Why do I not see some Salesforce campaigns in the Campaign Influence Report?
- Why am I not able to extract all the historical data from Eloqua?
- I want to perform data augmentation for Eloqua. In the source table, I see entities listed with and without the FDI prefix. Which one do I use?
- Why don't I see updated hierarchy details for Territory, Product, Account, Etc.?
- Why am I seeing some revenue lines attributes as empty or null for some of the quote lines?

How do I synchronize data security from Fusion Sales Cloud (Cloud CX) with Fusion Data Intelligence?

To synchronize data security, you must create a pipeline for the "Security Configuration Option" functional area in the "Customer Experience Security Configurations" offering. This pipeline enables Fusion Data Intelligence to extract the access group-based security details from Oracle Fusion Cloud Applications (Cloud CX) and load it into Fusion Data Intelligence. Based on the access group-based security setup in Oracle Fusion Cloud Applications (Cloud CX), the synchronization process brings the access group-based rules and assigns to the appropriate users based on the data role assignment to the users in Fusion Data Intelligence.

This pipeline brings data from these Oracle Fusion Cloud Applications (Cloud CX) objects and populates these tables in Fusion Data Intelligence:

Oracle Fusion Cloud Applications Object	Corresponding Fusion Data Intelligence Table
Account Access	DW_CXS_SALES_ACCOUNT_ACCESS_D
Opportunity Access	DW_CXS_OPPORTUNITY_ACCESS_D
Lead Access	DW_CXS_LEAD_ACCESS_D
Access Group Members	DW_CXS_ACCESS_GROUP_MEMBERS_D
Object Share	DW_CXS_OBJECT_SHARE_D
Access Group	DW_CXS_ACCESS_GROUP_RF_DN_DH

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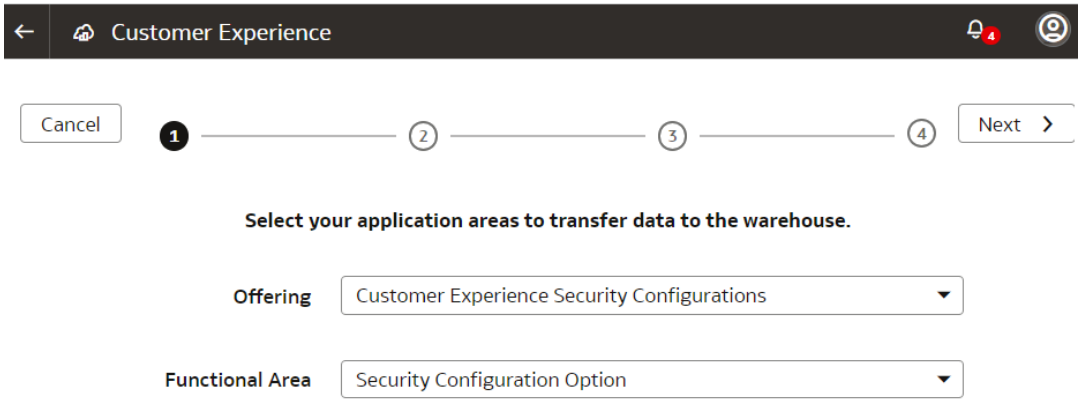
To apply the existing Fusion security assignments within Fusion Data Intelligence, you must map the data security roles to groups, and then upload the job role mappings using Upload Center. See Apply Existing Fusion Security Assignments .

To ensure that synchronization happens frequently, you must schedule the incremental refreshes. See Set Up the Pipeline Parameters.

1. Sign in to your service.
2. In Fusion Data Intelligence, click the Navigator.
3. In the **Navigator** menu, click **Console**.
4. On the Console, click **Data Configuration** under **Application Administration**.
5. On the Data Configuration page, click **Customer Experience**.
6. On the service page, click **Create**, select **Customer Experience Security Configurations** in **Offering**, select **Security Configuration Option** in **Functional Area**, and then click **Next**.



7. Review the parameters and click one of the options:
   - **Cancel**: To cancel the data pipeline for the functional area.
   - **Save**: To save the data pipeline for the functional area but not activate it.
   - **Activate**: To schedule when to run the data pipeline for the functional area. See Activate a Data Pipeline for a Functional Area.
8. To ensure access group based security works properly, perform these steps:
   - Create a pipeline for the Security Configuration Option functional area and perform a data load.
   - Ensure users mapped to groups in Oracle Fusion Cloud Applications (Cloud CX) are mapped to the associated roles in Fusion Data Intelligence. See Manage Users, Groups, Application Roles, and Data Access.
   - Ensure custom security roles created in Oracle Fusion Cloud Applications (Cloud CX) appear in the Fusion Data Intelligence IDCS instance, and that users are appropriately mapped to security roles, data roles, and duty roles. See Data Roles and Data Roles.

Why do I not see data for a few metrics such as Facts - Conversion or Facts - Renewal?

Oracle Fusion CX Analytics has comprehensive metrics pre-calculated for various scenarios. For example, if your organization has a process to convert a Lead into an Opportunity, you'll see the metrics under the Facts - Conversion folder in the CX -Opportunity subject area. Similarly, various other metrics which are grouped under one or more folders are dependent on

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the data being available, which depends on whether that feature is enabled or used in the Oracle Fusion Cloud Applications CX source system.

For example:

- Facts Renewal shows data when there's an Opportunity Renewal process configured and used.
- Facts Conversion shows data when Leads are converted into Opportunities.
- Facts Competitive shows data if there are one or more competitors associated with the Opportunities.

Which functional area do I need to enable to see data in all the visualizations?

Oracle Fusion CX Analytics has multiple functional areas, and these are based on the various applications that your organization uses (such as Oracle Fusion Cloud Sales Automation, Oracle Configure, Price, Quote, etc.). It's a good practice to enable only those functional areas that are applicable to your organization. The Offerings and Functional Areas section provides the mapping details of functional areas, the source they belong to, and which subject areas are enabled as a result of those functional areas. Depending on which functional areas are enabled, the related subject areas and dashboards or visualizations are available.

> **Note**
>
> Users with FAW Service Administrator privileges can see all the visualizations regardless of whether they're available to your organization because this user has privileges to see all the content even if all content isn't available ot specific users.

Why do I not see the data for Resource Hierarchy, that is all the owner-related dimensions (Opportunity Owner, Activity Owner, Lead Owner, etc.)?

The hierarchy data is generated in the Oracle Fusion Sales application and is then loaded in Oracle Fusion CX Analytics. You need to first check whether the data exists in Oracle Fusion Sales application; the required job might not have run in Oracle Fusion Sales application. Follow the steps in How do I get started with Oracle Sales in the Redwood User Experience?.

Why do the count of Eloqua activities show minor differences from what I see in Eloqua Insight?

The Campaign and the activities (mail Opens, Email Sent, Form Submitted etc.) are stored in the Eastern Time Zone (EST) in Eloqua. Therefore, the report that you see in Eloqua Insight is shown in the EST time. When the data is extracted in the Oracle Fusion Data Intelligence warehouse, it's converted to Coordinated Universal Time (UTC) because all the other data in Oracle Fusion Data Intelligence is in UTC. Therefore, combining Eloqua data in UTC with Sales/CPQ data in UTC gives the correct results. The different in the Activity count is on account of the conversion of the timezone from EST to UTC.

Why do I not see some Salesforce campaigns in the Campaign Influence Report?

When a campaign that's part of the Campaign influence records is deleted, the Campaign Influence records still persist in the Salesforce application. Therefore the records also show in the SF Campaign Influence subject areas in Oracle Fusion CX Analytics.

For example:

- The Campaign Influence fact shows metrics such as number of Campaigns with Influence as, for example, 3.

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- If one of these Campaigns is deleted in source, as soon as the Campaign Name from the SF Campaign dimension loads, the report shows only 2 rows because the one row pertaining to the deleted Salesforce campaign is dropped.

There's no workaround for this issue because it's expected behavior.

Why am I not able to extract all the historical data from Eloqua?

Oracle Fusion CX Analytics uses Eloqua reporting APIs to extract the data from Eloqua. Eloqua reporting APIs allow historical data extraction of upto 25 months only. Hence,Oracle Fusion CX Analytics Eloqua subject areas will show last 25 months of data only.

See Getting started with the reporting API in the Eloqua Developer Help Center for more information.

I want to perform data augmentation for Eloqua. In the source table, I see entities listed with and without the FDI prefix. Which one do I use?

When performing data augmentation for Eloqua, be sure to use the entities that are prefixed with FDI. For example FDI_Account, FDI_AccountCampaignScore, etc.

Why don't I see updated hierarchy details for Territory, Product, Account, Etc.?

Many organizations restructure their territories after the financial year. They may also change the hierarchy for Product and other hierarchical entities.

In such cases where the hierarchy levels have changed, reload the data pipeline. See Reload Data for a Data Pipeline.

Why I am seeing the Lead Name and Opportunity Name (and other attributes from Lead and Opportunity columns) as null in CX - Lead Activity and CX - Opportunity Activity subject area? Only the Lead Identifier and Opportunity Identifier shows value.

This happens due to the following reasons:

1. The Lead that's associated with an Activity was created before the Initial Extraxt Date was set in Oracle Fusion CX Analytics for data extraction.
2. The Lead that's associated with an Activity has been deleted.

Since the Activity record isn't deleted and exists in the system, which is/was associated to the Lead/Opportunity, the record shows with the object identifier.

Why am I seeing some revenue lines attributes as empty or null for some of the quote lines?

This happens due to the following reasons:

1. The Revenue Line that's associated with the quote line was created before the Initial Extraction Date set in Oracle Fusion CX Analytics for extraction.
2. The Revenue Line associated to the quote line was deleted.

Since the Quote record associated with the Revenue Line isn't deleted and exists in the system, the record shows with the object identifier.

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