## Variables

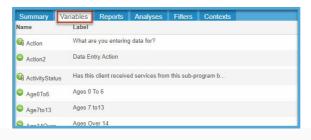
## Version 2

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## Variables

Data variables are customized by project teams and unique to each tool. They are for reference and not used for filtering and analysis. For example gathering information about age, location, contact information, domain, continuum, program, etc.

## Examples



| RefNumEmail  | How many contacts were made by email?        |
|--------------|--|
| RefNumPhone  | How many contacts were made by phone?        |
| RefNumSM     | How many contacts were made by social media? |
| RefNumWalkIn | How many contacts were by by walk-ins?       |