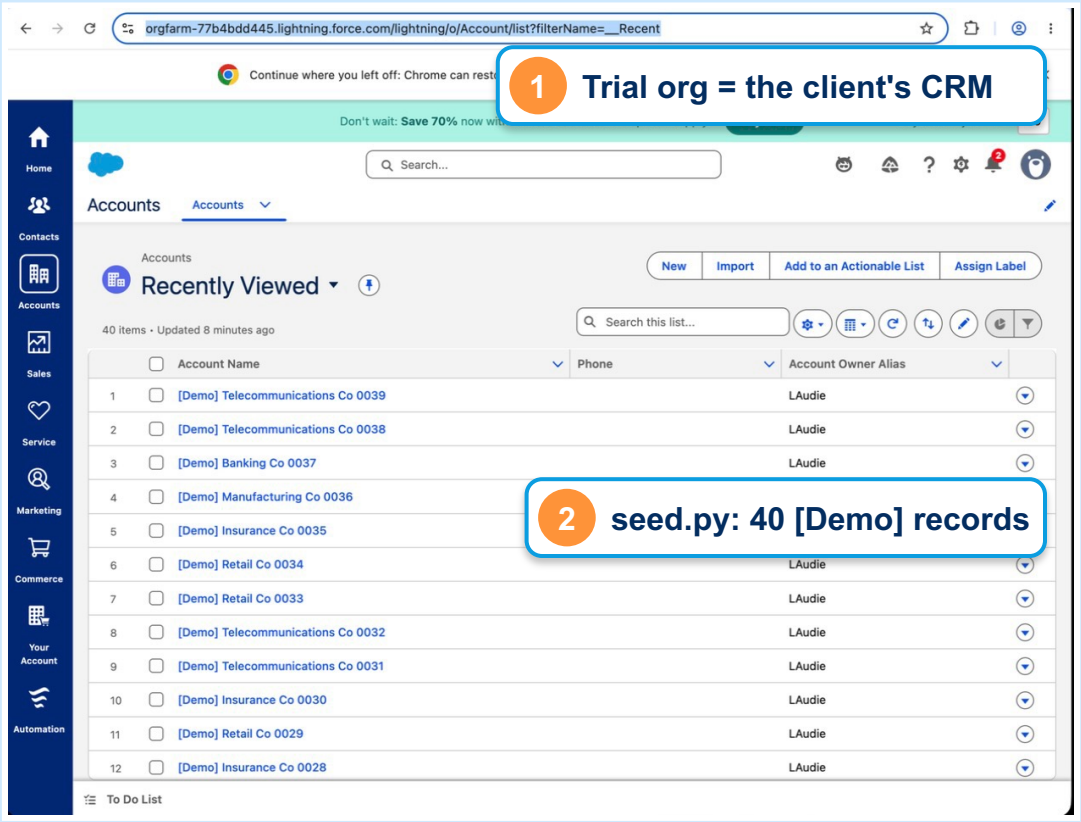


Tech setup

The pipeline behind the demo: Salesforce data to an event log

Luke Audie · October 2026

From a Salesforce org to an event log



Salesforce trial org: seed.py loaded 40 [Demo] accounts and opportunities to simulate a client's CRM.

● ● ● pipeline/extract.py · stage history

3 SOQL via the CLI session

```
SELECT OpportunityId, StageName, CreatedDate,
      CreatedById, CreatedBy.Name
FROM OpportunityHistory
ORDER BY OpportunityId, CreatedDate
```

4 Objects → events

Salesforce object	Becomes in the event log
Opportunity	Case: Id, Amount, IsWon, region
OpportunityHistory	Stage events: StageName, CreatedDate
Task (WhatId)	Activities: Subject, created → completed
Lead (ConvertedOpportunityId)	Lead Created event

extract.py: four SOQL queries over the REST API, signed by the Salesforce CLI session. Output: CSV and XES.

Hosted demo, live extraction proof and source code



Overview: value items and business case

salesforce-process-intelligence.vercel.app



Process analysis

salesforce-process-intelligence.vercel.app/dashboard.html



Business case (re-quotes)

salesforce-process-intelligence.vercel.app/#business-case



Data assets and downloads

salesforce-process-intelligence.vercel.app/#live-run



Source code and event logs

github.com/ch-lukas/salesforce-process-intelligence

