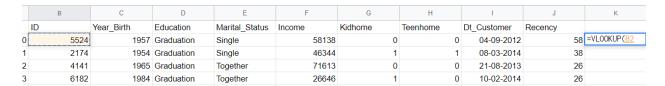


Introduction to Business Problem

Example of VLOOKUP in Marketing Dataset

1. Use the VLOOKUP function and select the search_key which will be the **ID** column in the first sheet. As you are going to map this id with the id column of the second workbook.

search_key: B2



2. The second parameter is range and as the dataset is in a different workbook you will use the IMPORTRANGE function and will pass the spreadsheet URL along with the range of columns that we want to import from the sheet2.

| | A | В | С | D | E |
|---|------|-----------|----------------|---------------|-------------------|
| 1 | ID | MntFruits | MntSweetProduc | NumWebPurchas | NumStorePurchases |
| 2 | 5524 | 88 | 88 | 8 | 4 |
| 3 | 2174 | 1 | 1 | 1 | 2 |
| 4 | 4141 | 49 | 21 | 8 | 10 |
| 5 | 6182 | 4 | 3 | 2 | 4 |

 URL of the second sheet is provided inside the IMPORTRANGE function as the first parameter.

=VLOOKUP(A2,IMPORTRANGE("https://docs.google.com/spreadsheets/d/1W0905VHEk9vAC2DzKPkIeaOUsUHRhijrljv8WeTOdzo/edit#gid=2013721095","marketing_campaign_df2!\$A\$2:\$E\$2241")

 You have to provide the range of columns that we want to import from sheet 2 to sheet 1 as the second parameter which is done by adding the

- sheet name followed by '!' and adding the cell values of starting cell to the end cell.
- 3. Add the index of column you want to import using VLOOKUP as the third parameter.

```
=VLOOKUP(A2,IMPORTRANGE("https://docs.google.com/spreadsheets/d/1W0905VHEk9vAC2DzKPkIeaOUsUHRhijrljv8WeT0dzo/edit#gid=2013721095", "marketing_campaign_df2!$A$2:$E$2241"),{2,3,4,5},...
```

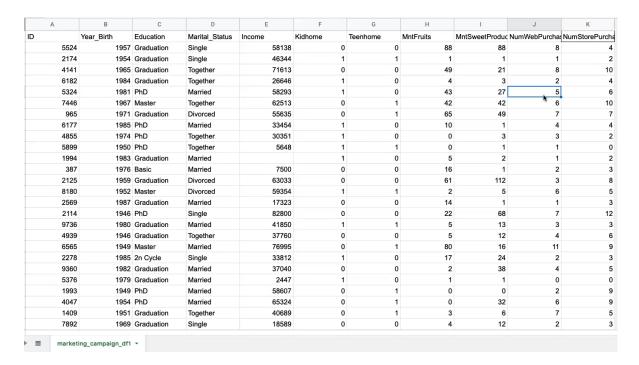
4. The last step is to specify is_sorted value as 0 (False) or 1 (True). Here, you will use 0. Type it as '0'.

```
=VLOOKUP(A2,IMPORTRANGE("https://docs.google.com/spreadsheets/d/1W0905VHEk9vAC2DzKPkIeaOUsUHRhijrljv8WeTOdzo/edit#gid=2013721095","marketing_campaign_df2!$A$2:$E$2241"),{2,3,4,5},0)
```

5. If you want all the respective column values from sheet 2, use the ARRAYFORMULA function.

=ARRAYFORMULA(VLOOKUP(\$A\$2,IMPORTRANGE("https://docs.google.com/spreadsheets/d/1W0905VHEk9vAC2DzKPkIea0UsUHRhijrljv8WeT0dzo/edit#gid=2013721095","marketing_campaign_df2!\$A\$2:\$E\$2241"),{2,3,4,5},0)

6. After applying the function, this will be the result.



Finally, data from two Google spreadsheets are merged into one.