Cleaning documentation

Orders_data tab
- MARKETING CHANNEL, ACCOUNT CREATION METHOD, COUNTRY_CODE
- Empty values replaced with 'unknown'.
- Set the top row as header
- User_id and Order_id
  - User_id formatted as number and order_id as string
  - Order_id checked for duplicates (none found)
- Product ID
  - Formatted as text
- PRODUCT_NAME
  - 27in"" 4k gaming monitor -> 27in 4k gaming monitor
  - Bose soundsport headphones -> Bose SoundSport Headphones
- USD_PRICE
  - Formatted as a dollar amount with two decimal places
- days_to_deliver
  - Calculated from (date arrived – date shipped off)
- PURCHASE_TS
  - Imputed empty purchase_TS with SHIP_TS
- REFUND_TS
  - Removed dates in the future, as no certain way of knowing when refund occurred
- USD_PRICE
  - Imputed null values with equivalent dollar values from the LOCAL_PRICE column
- LOCAL_PRICE AND USD_PRICE
  - Marked transactions with 0 amounts as IS_NULL_TRANSACTION
- ACCOUNT_CREATION_METHOD
  - Imputed empty values with mobile as most logical (purchase_platform is mobile app)

Country_lookup tab
- North America -> NA
- x -> unknown
- null -> unknown
- A1 -> unknown (erronous)
- BJ + BM -> Set the Region to EMEA and APAC

Further investigation:
Prouduct_id - check for guidelines on whether its numbers only or mixture