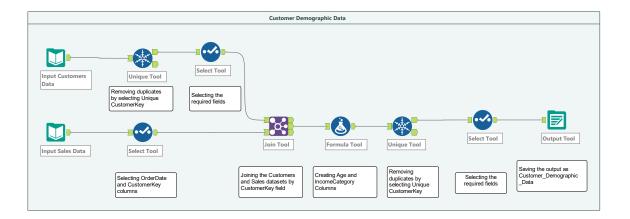
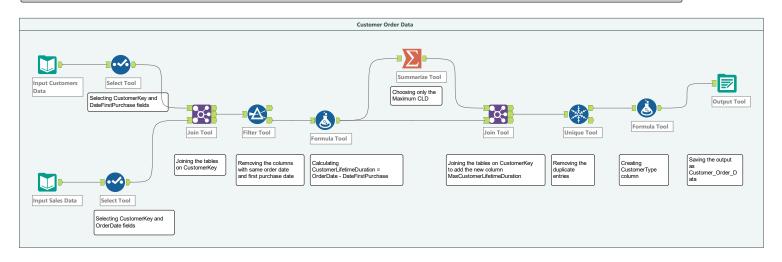
Project 2: Sales Budget Analysis
Work flow 1: Data Transformation
Created by: Arpita Deb
Dated: 25-05-2024
Methodologies used: Filtering, Joining, Calculating new
fields, Summarizing etc.
Result: 4 new tables are created with more
comprehensive data attributes.

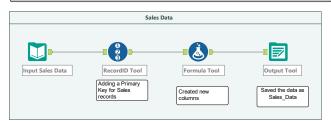
1. Calculating Age of the customers for 2016 by joining Sales Data with Customer Data. And also creating IncomeCategory column.



2. Creating a new table Customer_Order_details with Customer Lifetime Duration column and CustomerType by categorizing them into 3 distinct groups - High, Medium and Low Value customers.



$3.\ Creating\ 5\ new\ columns\ -\ Profit,\ TaxRate,\ ShippingDuration,\ Total TransactionCost,\ ProfitMargin\ in\ the\ sales\ sheet.$



4. Creating 3 new columns - ProfitMargin%, Markup% and ManufacturingEfficiency in the Product sheet.

