Concatenate First and Last Name

```
FullName = Customers[FirstName] & " " & Customers[LastName]
```

Convert Email Address to Uppercase

```
UPPER(Customers[EmailAddress])
```

Extract First 3 Characters from First Name

```
LEFT(Customers[FirstName], 3)
```

Count Characters in Last Name

```
LEN(Customers[LastName])
```

Convert First Name to Lowercase

```
LOWER(Customers[FirstName])
```

Trim Spaces in EnglishEducation

```
TRIM(Customers[EnglishEducation])
```

Repeat '*' Character Equal to Length of First Name

```
REPT("*", LEN(Customers[FirstName]))
```

Get Last 4 Characters of Phone Number

```
RIGHT(Customers[Phone], 4)
```

Format YearlyIncome to Currency with 2 Decimals

```
FORMAT(Customers[YearlyIncome], "$#,##0.00")
```

Check If FirstName and LastName Are Exactly the Same

```
IF(Customers[FirstName] = Customers[LastName], TRUE(), FALSE())
```

Find If 'Manager' Appears in Occupation (Case Sensitive)

```
IF(CONTAINSSTRING(Customers[Occupation], "Manager"), TRUE(), FALSE())
```

Search for 'graduate' in EnglishEducation (Case Insensitive)

```
IF(SEARCH("graduate", Customers[EnglishEducation], 1, 0) > 0, TRUE(),
FALSE())
```

Extract Characters 3–7 from First Name

```
MID(Customers[FirstName], 3, 5)
```

Replace Area Code in Phone Number with 'XXX'

```
REPLACE(Customers[Phone], 1, 3, "XXX")
```

Format BirthDate as 'DD-MM-YYYY'

```
FORMAT(Customers[BirthDate], "DD-MM-YYYY")
```

Create Initial + Last Name Format (e.g. J.Smith)

```
LEFT(Customers[FirstName],1) & "." & Customers[LastName]
```

Capitalize First Letter of FirstName, Lowercase the Rest

```
UPPER(LEFT(Customers[FirstName],1)) &
LOWER(MID(Customers[FirstName],2,LEN(Customers[FirstName])))
```

Substitute Dashes with Spaces in Phone

```
SUBSTITUTE(Customers[Phone], "-", " ")
```

Convert BirthDate Year to Numeric Using VALUE

```
VALUE(YEAR(Customers[BirthDate]))
```

Show YearlyIncome Rounded to 1 Decimal Without Commas

```
FORMAT(ROUND(Customers[YearlyIncome],1), "0.0")
```

Customer Code: First 2 Letters of LastName + Last 2 of CustomerKey

```
LEFT(Customers[LastName],2) & RIGHT(Customers[CustomerKey],2)
```

Validate Email Ends with '.com' and Contains '@'

```
IF(RIGHT(Customers[EmailAddress],4) = ".com" &&
CONTAINSSTRING(Customers[EmailAddress],"@"), TRUE(), FALSE())
```

Extract Domain Name from EmailAddress

```
RIGHT(Customers[EmailAddress], LEN(Customers[EmailAddress]) - FIND("@",
Customers[EmailAddress]))
```

Mask Phone Number Except Last 4 Digits

```
REPT("X", LEN(Customers[Phone]) - 4) & RIGHT(Customers[Phone],4)
```

Proper Casing of Last Name (simulate manually)

```
UPPER(LEFT(Customers[LastName],1)) &
LOWER(MID(Customers[LastName],2,LEN(Customers[LastName])))
```

Replace Multiple Spaces in EnglishOccupation with Single Space

```
SUBSTITUTE(Customers[Occupation], " ", " ")
```

Generate Custom ID: Initials + Birth Year (e.g., JD_1985)

```
LEFT(Customers[FirstName],1) & LEFT(Customers[LastName],1) & "_" &
YEAR(Customers[BirthDate])
```

Remove Hyphens and Convert Phone to Number

```
VALUE(SUBSTITUTE(Customers[Phone], "-", ""))
```

Categorize customers into segments using EnglishEducation and YearlyIncome

```
Customer Segment = SWITCH(TRUE(), Customers[EnglishEducation] = "Graduate
Degree" && Customers[YearlyIncome] > 90000, "Elite",
Customers[EnglishEducation] = "Bachelors" && Customers[YearlyIncome] >=
60000 && Customers[YearlyIncome] <= 90000, "Professional",
Customers[EnglishEducation] = "High School", "Basic", "Other" )
```

Measure: Customer count depending on Gender selection

```
Customer Count = VAR GenderCount = DISTINCTCOUNT(Customers[Gender])
RETURN SWITCH(TRUE(), GenderCount = 0, COUNTROWS(Customers), GenderCount
= 1, CALCULATE(COUNTROWS(Customers)), GenderCount > 1, "Multiple Values
Selected" )
```