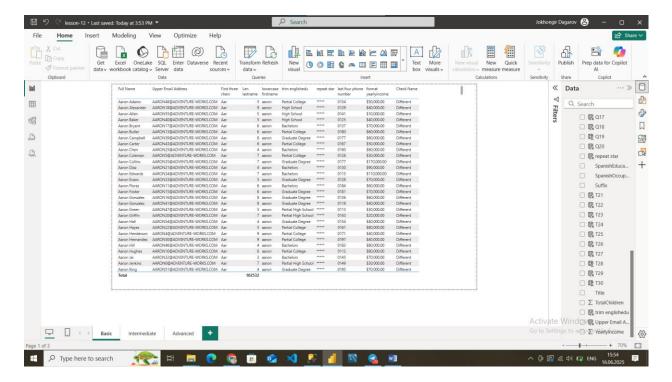
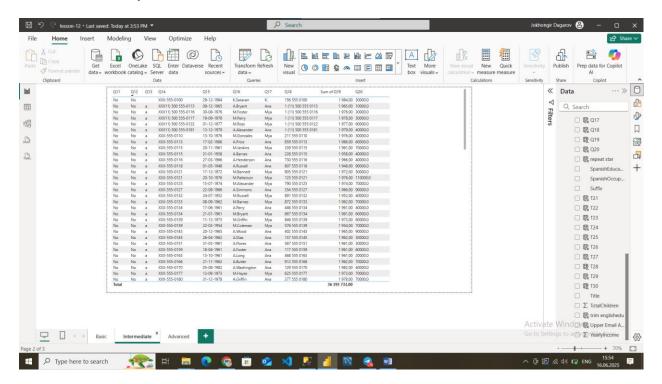
Basic Level (1–10)

- Concatenate First and Last Name
- Convert Email Address to Uppercase
- Extract First 3 Characters from First Name
- Count Characters in Last Name
- Convert First Name to Lowercase
- Trim Spaces in EnglishEducation
- Repeat '*' Character Equal to Length of First Name
- Get Last 4 Characters of Phone Number
- Format YearlyIncome to Currency with 2 Decimals
- Check If FirstName and LastName Are Exactly the Same



Intermediate Level (11–20)

- Find If 'Manager' Appears in Occupation (Case Sensitive)
- Search for 'graduate' in EnglishEducation (Case Insensitive)
- Extract Characters 3–7 from First Name
- Replace Area Code in Phone Number with 'XXX'
- Format BirthDate as 'DD-MM-YYYY'
- Create Initial + Last Name Format (e.g. J.Smith)
- Capitalize First Letter of FirstName, Lowercase the Rest
- Substitute Dashes with Spaces in Phone
- Convert BirthDate Year to Numeric Using VALUE
- Show YearlyIncome Rounded to 1 Decimal Without Commas



Advanced Level (21-30)

- Customer Code: First 2 Letters of LastName + Last 2 of CustomerKey
- Validate Email Ends with '.com' and Contains '@'
- Extract Domain Name from EmailAddress
- Mask Phone Number Except Last 4 Digits
- Proper Casing of Last Name (simulate manually)
- Replace Multiple Spaces in EnglishOccupation with Single Space
- Generate Custom ID: Initials + Birth Year (e.g., JD 1985)
- Remove Hyphens and Convert Phone to Number
- Create a measure or calculated column that categorizes customers into segments using both EnglishEducation and YearlyIncome.

If the education is "Graduate Degree" and income $> 90000 \rightarrow$ "Elite"

If education is "Bachelors" and income between 60000–90000 → "Professional"

If education is "High School" → "Basic"

Otherwise → "Other"

• Create a measure that returns:

Total Customers if no selection

Customer count for selected Gender

If more than one gender is selected, return "Multiple Values Selected"

