1. What does a value in this column represent? What values might you see here?

Values in the Company Name represent the names of differing partners whom Northwind works with. Expected values are VARCHAR or string values.

1. Is this column a part of the primary key to this table?

This column is a part of the primary key to the Customers table.

1. Is this column a part of a foreign key that points to a record in another table?

I think the Company Name had two foreign keys, pointing to the Suppliers table and the Shippers table.

1. Would this column be valuable to bring into our Power BI Model? Yes, or no? Why?

Yes, this column would be valuable to bring into a Power BI model. Because it is on

1. Do you believe this column is appropriately named for Data Analysis purposes?

Yes, I do believe this is an appropriate name, but it is not perfect.

1. If not, what might be a more appropriate name?

It can be renamed to Company because there is no other instance of the word that would require us to have the Name descriptor.

1. What might be the data type and format for this column in a Power BI Model?

This might be a text data type within Power BI

1. Can you think of any calculations where this column data might be used?

No, as it is a text column simply showing the name of a company.