**Naming conventions:**

Add prefix as int

Add 2 underscores \_\_

Name that depicts the functionality which should include a verb

Example: int\_\_get\_active\_customer\_profile.sql

int\_\_derive\_net\_sales.sql

**Criteria to be used:**

Created as ephemerals to include in the final load model

logical grouping of business transformations by breaking larger CTEs from load model.

These can be logically separated and not for just sake of breaking larger sql

Data aggregation, window functions with ranks to fetch the latest column value