

# INSTRUCTIONS

We have two databases, **BASE 1** and **BASE 2**.

First, it's important to understand that in the databases, we have both female and male fragrances.

Female fragrances are identified by variables with an A, for example, Q8A\_R1.  
Male fragrances are identified by variables with a B, for example, Q8B\_R77.

Female fragrances (A) range from number 1 to 76 and from 140 to 144.  
Male fragrances (B) range from number 77 to 139 and from 145 to 154.

For those variables that have AB, for example, Q4AB\_1 encompasses both male and female fragrances, you simply need to follow the final number, which indicates the specific fragrance it refers to.

In **BASE 1**, we have:

- User variables for each fragrance (q4ab\_1 to q4ab\_154)
- Buyer variables for each fragrance (Q8A\_R1 to Q8A\_R76 + Q8A\_R140 to Q8A\_R144 for female, and Q8B\_R77 to Q8B\_R139 + Q8B\_R145 to Q8B\_R154 for male)
- Gifter variables for each fragrance (Q8A\_R1\_C2 to Q8A\_R76\_C2 + Q8A\_R140\_C2 to Q8A\_R144\_C2 for female, and Q8B\_R77\_C2 to Q8B\_R139\_C2 + Q8B\_R145\_C2 to Q8B\_R154\_C2 for male)

These variables are the ones that need to be cross-referenced for each of the green color variables requested in the sheets.

In **BASE 2**, we have a Fragrance variable (ranging from 1 to 154, referring to each fragrance) which needs to be cross-referenced with the lilac color variables requested in the sheets.

The goal is to replicate the sheets we'll show you later for each of the fragrances we have.

Primarily, we need that when filtered by a fragrance, each graph shows results based on whether it's user, buyer, or gifter.

The difficulty lies in that there isn't a single variable; we have a variable for each fragrance, except in the charts of **BASE 2**.

Additionally, we need a total market value (Value in parentheses), which will always be the same regardless of the filter. It will be linked to each label.

On the other hand, we have images for each fragrance. Is it possible to make them change according to the fragrance being filtered? The images are numbered according to their own codes, from 1 to 154.