About the Customers Table

A description of the categories in the Customers table is displayed below:

Name	Description	Distinct Counts
City Name	City where customer resides	10,507
Continent Name	Continent where customer resides	5
Customer Birth Date	Date customer was born	4,368
Customer Country	Country where customer resides	47
Customer Group Name	Loyalty member group	3
Customer ID	Unique identifier for customer	68,300
Customer Name	Name of customer: *Last*, *Title First*	67,806
Customer Type Name	Loyalty member level	7
Date Order was Delivered	Date order was delivered to customer	1,840
Date Order was placed by Customer	Date order was placed by customer	1,825
Order ID	Unique identifier for customer	747,953
Order Type	Method in which the order was placed	3
Postal code	Postal code where customer resides	19,340
State Name	State/province where customer resides	272

Note: By default, all datetime variables have a format of Date with Month Name

A description of the measures in the Customers table is displayed below:

Name	Description	Minimum	Maximum	Average	Number Missing
Cost	Cost per unit	0.40	1,583.60	77.76	0
Discount in percent of Normal Total Retail Price	Discount (% of normal total retail price)	0.30	0.60	0.38	942,517
Quantity Ordered	Quantity ordered	1.00	10.00	1.68	0
Retail Price	Total revenue	0.63	9,385.80	139.96	0

A description of the data changes for the Customers table is displayed below:

Transform	Description
Rename	Retail Price represents total amount spent on products purchased (Total Revenue)
Rename	Cost represents cost per unit (Unit Cost)
Convert column	Customer_ID to character (Customer ID)
Convert column	Order_ID to character (Order ID)
Trim whitespace	Trim leading whitespace on character Customer ID
Trim whitespace	Trim leading whitespace on character Order ID
Split	Customer_Name to Customer_LastName and RIGHT_Customer_Name (comma)
Trim whitespace	Trim leading whitespace on RIGHT_Customer_Name

Split	RIGHT_Customer_Name to Title and Customer_FirstName (space)
Remove	RIGHT_Customer_Name, Customer_Name, Street_Name, xyContinentLat, xyContinentLon, Employee_ID, Street_ID, Product_ID, Customer_ID, Order_ID
Calculated column	Profit = Total Revenue - Unit Cost * Quanity
Calculated column	Days to Delivery = Delivery_Date - Order_Date
Calculated column	Customer Gender from Title (Mr = Male, Ms. = Female)
Calculated column	Customer Age = Today's Date - Customer Birth Date/ 365.25
Calculated column	Customer Age Group from Customer Age

Note: The actual calculations performed are more complex and will be discussed in more detail in later lessons.