



Share



100%



123



Arial



10



1:4001

customer_id

	A	B	C	D	E	F	G	H	I	J	K
1	customer_id	first_name	last_name	gender	past_3_years_bike	DOB	job_title	job_industry_cat	wealth_segment	deceased_indicato	default
2	1	Laraine	Medendorp	F	93	10/12/1953	Executive Secretar	Health	Mass Customer	N	"
3	2	Eli	Bockman	Male	81	12/16/1980	Administrative Offi	Financial Services	Mass Customer	N	<script>ale
4	3	Arlin	Dearle	Male	61	1/20/1954	Recruiting Manage	Property	Mass Customer	N	
5	4	Talbot		Male	33	10/3/1961		IT	Mass Customer	N	() { : } > [
6	5	Sheila-kathryn	Calton	Female	56	5/13/1977	Senior Editor	n/a	Affluent Customer	N	NIL
7	6	Curr	Duckhouse	Male	35	9/16/1966		Retail	High Net Worth	N	0μ 0 0 0
8	7	Fina	Merali	Female	6	2/23/1976		Financial Services	Affluent Customer	N	â°â°âμâââ
9	8	Rod	Inder	Male	31	3/30/1962	Media Manager I	n/a	Mass Customer	N	(â° Â°â°â°T
10	9	Mala	Lind	Female	97	3/10/1973	Business Systems	Argiculture	Affluent Customer	N	0/0
11	10	Fiorenze	Birdall	Female	49	10/11/1988	Senior Quality Eng	Financial Services	Mass Customer	N	000%
12	11	Uriah	Bisatt	Male	99	4/30/1954		Property	Mass Customer	N	Aâ° Â°â°â°T
13	12	Sawyer	Flattman	Male	58	7/21/1994	Nuclear Power Eng	Manufacturing	Mass Customer	N	nil
14	13	Gabriele	Norcross	Male	38	2/15/1955	Developer I	Financial Services	High Net Worth	N	-1.0
15	14	Rayshell	Kitterman	Female	85	3/25/1983	Account Executive	Financial Services	Affluent Customer	N	â°â°âμ
16	15	Erroll	Radage	Male	91	7/13/2000	Junior Executive	Manufacturing	Mass Customer	N	0
17	16	Harlin	Parr	Male	38	2/27/1977	Media Manager IV	n/a	Mass Customer	N	1.0



Title Sheet

Transactions

NewCustomerList

CustomerDemographic

CustomerAdc



Count: 50,968





Sort sheet

Sort range

Create a filter

Filter views

Add a slicer

Named ranges

Named functions

Randomise range

Column stats

Data validation

Data clean-up

Split text to columns

Data extraction

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Share



100%



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123

Arial



10



G6



Senior Editor

	A	B	C	D	E	F	G	H	I	J	K
1	customer_id	first_name	last_name	gender	past_3_years	DOB	job_title	job_industry_c	wealth_segme	deceased_indi	default
2	1	Laraine	Medendorp	F	93	10/12/1953	Executive Secretar	Health	Mass Customer	N	"
3	2	Eli	Bockman	Male	81	12/16/1980	Administrative Offi	Financial Services	Mass Customer	N	<script>ale
4	3	Arlin	Dearle	Male	61	1/20/1954	Recruiting Manage	Property	Mass Customer	N	
5	4	Talbot		Male	33	10/3/1961		IT	Mass Customer	N	() { _ :) > _ J
6	5	Sheila-kathryn	Calton	Female	56	5/13/1977	Senior Editor	n/a	Affluent Customer	N	NIL
7	6	Curr	Duckhouse	Male	35	9/16/1966		Retail	High Net Worth	N	òµ ò ò ò
8	7	Fina	Merali	Female	6	2/23/1976		Financial Services	Affluent Customer	N	â°â°âµâââ
9	8	Rod	Inder	Male	31	3/30/1962	Media Manager I	n/a	Mass Customer	N	(â°Ã°â°Ã°r
10	9	Mala	Lind	Female	97	3/10/1973	Business Systems	Argiculture	Affluent Customer	N	0/0
11	10	Fiorenze	Birdall	Female	49	10/11/1988	Senior Quality Eng	Financial Services	Mass Customer	N	òòò%
12	11	Uriah	Bisatt	Male	99	4/30/1954		Property	Mass Customer	N	ÃâÃ°Ã°Ã°
13	12	Sawyers	Flattman	Male	58	7/21/1994	Nuclear Power Eng	Manufacturing	Mass Customer	N	nil
14	13	Gabriele	Norcross	Male	38	2/15/1955	Developer I	Financial Services	High Net Worth	N	-1.0
15	14	Rayshell	Kitterman	Female	85	3/25/1983	Account Executive	Financial Services	Affluent Customer	N	â°â°âµ
16	15	Erroll	Radage	Male	91	7/13/2000	Junior Executive	Manufacturing	Mass Customer	N	ò
17	16	Harlin	Parr	Male	38	2/27/1977	Media Manager IV	n/a	Mass Customer	N	1.0



Title Sheet

Transactions

NewCustomerList

CustomerDemographic

CustomerAddress

Activate Windows
Go to Settings to activate Windows.

File Home Insert

Clipboard

Page 1

Page 1 of 1

Navigator

Display Options

Mentor'sKPMG_Sprocket Project Dataset.xlsx [5]

- ☒ CustomerAddress
- ☒ CustomerDemographic
- ☒ NewCustomerList
- ☒ Sheet1
- ☒ Transactions

Suggested Tables [4]

Table 4 (CustomerAddress)

Visualizations

Build visual



Values

Add data fields here

Drill through

Cross-report ☒

Keep all filters ☒

Add drill-through fields here

Activate Windows
Go to Settings to activate Windows.

Load

Transform Data

Cancel

63%

File Home Insert Modeling View Help

Clipboard: Paste, Cut, Copy, Format painter

Data: Get data, Excel workbook, Data hub, SQL Server, Enter data, Dataverse, Recent sources

Queries: Transform data, Refresh data

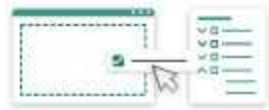
Insert: New visual, Text box, More visuals

Calculations: New measure, Quick measure

Sensitivity: Sensitivity, Publish

Build visuals with your data

Select or drag fields from the **Fields** pane onto the report canvas.



Visualizations **Fields**

Build visual

Filters

Search

- CustomerAddress
- CustomerDemographic
- NewCustomerList
- Sheet1
- Transactions

Values

Add data fields here

Drill through

Cross-report ☐ Off

Keep all filters ☒ On

Add drill-through fields here

Sprocket Central Pty Ltd - Power Query Editor

FileHomeTransformAdd ColumnViewToolsHelp

Close & Apply

New Source

Recent Sources

Enter Data

Data source settings

Manage Parameters

Refresh Preview

Advanced Editor

Properties

Manage

Choose Columns

Remove Columns

Keep Rows

Remove Rows

Sort

Split Column

Group By

Replace Values

Data Type: Whole Number

Use First Row as Headers

Combine Files

Merge Queries

Append Queries

Text Analytics

Vision

Azure Machine Learning

Combine

AI Insights

Queries [5]

CustomerAddress

CustomerDemographic

Sheet1

NewCustomerList

Transactions

Table.RemoveColumns(#"Changed Type",{ "Column7", "Column8", "Column9", "Column10", "Column11",

address

123 postcode

A8C state

A8C country

123 property_valuation

Valid100%

Valid100%

Valid100%

Valid100%

Valid100%

Error0%

Error0%

Error0%

Error0%

Error0%

Empty0%

Empty0%

Empty0%

Empty0%

Empty0%

0 distinct, 1000 unique

521 distinct, 272 unique

5 distinct, 0 unique

1 distinct, 0 unique

12 distinct, 0 unique

1 Morning Avenue2016New South WalesAustralia10

2 Shadow Vale Court2153New South WalesAustralia10

3 Lily Cross Court4211QLDAustralia9

4 79 Del Mar Point2448New South WalesAustralia4

5 Skridge Court3216VICAustralia9

6 Jaware Trail2210New South WalesAustralia9

7 Bondanderry Lane2650New South WalesAustralia4

8 36 7th Trail2023New South WalesAustralia12

9 35 Ludington Park3044VICAustralia8

10 39 Golden Leaf Alley4557QLDAustralia4

11 Therland Street3799VICAustralia6

12 McBride Trail2760New South WalesAustralia8

13 1 New Castle Avenue2428New South WalesAustralia9

14 Moland Street3331VICAustralia4

15

Query Settings

PROPERTIES

Name

CustomerAddress

All Properties

APPLIED STEPS

Source

Navigation

Promoted Headers

Changed Type

Removed Columns

6 COLUMNS, 999+ ROWS

Column profiling based on top 1000 rows

PREVIEW DOWNLOADED AT 11:20 PM

Type here to search

23°C Mostly cloudy

11:35 PM7/9/2023

FileHomeTransformAdd ColumnViewToolsHelp

Close & Apply

Close

New Source

New Query

Recent Sources

Enter Data

Data source settings

Data Sources

Manage Parameters

Parameters

Refresh Preview

Query

Properties

Advanced Editor

Manage

Choose Columns

Manage Columns

Remove Columns

Keep Rows

Reduce Rows

Remove Rows

Sort

Split Column

Group By

Data Type: Text

Use First Row as Headers

Replace Values

Transform

Merge Queries

Append Queries

Combine Files

Text Analytics

Vision

Azure Machine Learning

Combine

AI Insights

Queries [5]

CustomerAddress

CustomerDemographic

Sheet1

NewCustomerList

Transactions

Table.SelectRows(#"Changed Type", each ([last_name] <> null))

123 customer_id

Valid 100% Error 0% Empty 0%

1000 distinct, 1000 unique

first_name

Valid 100% Error 0% Empty 0%

943 distinct, 888 unique

last_name

Valid 100% Error 0% Empty 0%

987 distinct, 974 unique

gender

Valid 100% Error 0% Empty 0%

6 distinct, 3 unique

past_3_years_bike_related

Valid 100% Error 0% Empty 0%

100 distinct, 0 unique

1

2

3

4

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Laraine

Eli

Arlin

Sheila-kathryn

Curr

Fina

Rod

Mala

Florenze

Uriah

Sawyer

Gabriele

Rayshell

Erroll

Medendorp

Bockman

Dearle

Calton

Duckhouse

Merall

Inder

Lind

Birdall

Bisatt

Flattman

Norcross

Kitterman

Badage

F

Male

Male

Female

Male

Female

Male

Female

Female

Male

Male

Male

Female

Male

Properties

Name

CustomerDemographic

All Properties

Applied Steps

Source

Navigation

Promoted Headers

Changed Type

Filtered Rows

Activate Windows

Go to Settings to activate Windows.

26 COLUMNS, 999+ ROWS

Column profiling based on top 1000 rows

PREVIEW DOWNLOADED AT 11:20 PM

Type here to search

Near record

11:36 PM

7/9/2023



X

All Properties

Source	
Navigation	✖
Promoted Headers	✖
Changed Type	
Filtered Rows	✖
Replaced Value	✖
Replaced Value1	
Filtered Rows1	
Replaced Value2	✖
Replaced Value3	✖
Filtered Rows2	✖
Changed Type1	
Filtered Rows3	✖
Replaced Value4	✖
Replaced Value5	✖
Filtered Rows4	✖
Removed Columns	

Filtered Rows: 4

Active Windows

- Removed Columns

Go to Settings to activate Windows

PREVIEW DOWNLOADED AT 11:20 PM

Sprocket Central Pty Ltd - Power Query Editor

FileHomeTransformAdd ColumnViewToolsHelp

Close & Apply

Close

New Source

New Query

Recent Sources

Enter Data

Data source settings

Data Sources

Manage Parameters

Parameters

Refresh Preview

Query

Properties

Advanced Editor

Manage

Choose Columns

Manage Columns

Remove Columns

Keep Rows

Reduce Rows

Remove Rows

Sort

Split Column

Group By

Replace Values

Transform

Data Type: Decimal Number

Use First Row as Headers

Merge Queries

Combine

Append Queries

Combine Files

Test Analytics

AI Insights

Vision

Azure Machine Learning

Queries [4]

CustomerAddress

CustomerDemographic

NewCustomerList

Transactions

Table.SelectRows(#"Removed Columns", each not List.IsEmpty(List.RemoveMatchingItems

ALC first_name

ALC last_name

ALC gender

123 past_3_years_bike_related_purchases

DOB

Valid

100%

Valid

100%

Valid

100%

Valid

100%

Valid

100%

Error

0%

Error

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Error

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Error

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Error

0%

Empty

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807 distinct, 764 unique

845 distinct, 838 unique

2 distinct, 0 unique

100 distinct, 1 unique

833 distinct, 1

1	Jamie	Jiruca	Female	21
2	Sean	O'Loughlin	Male	48
3	Sumner	Carrivick	Male	53
4	Chanda	Mensler	Female	15
5	Hasheem	Groucock	Male	98
6	Martelle	Tuppeny	Female	52
7	Vyky	Pegg	Female	64
8	Teddie	Burchill	Male	11
9	Karly	Willavize	Female	2
10	Odilia	Quick	Female	65
11	Duff	Karlowicz	Male	50
12	Ricki	Dobrowski	Male	13
13	Lacy	Drance	Female	27
14	Paulina	Iannuzzelli	Female	57
15				

23 COLUMNS, 852 ROWS

Column profiling based on top 1000 rows

Query Settings

PROPERTIES

Name

NewCustomerList

All Properties

APPLIED STEPS

Source

Navigation

Promoted Headers

Changed Type

Filtered Rows

Replaced Value

Filtered Rows1

Changed Type1

Filtered Rows2

Sorted Rows

Replaced Value1

Sorted Rows1

Removed Columns

Removed Blank Rows

Activate Windows

Go to Settings to activate Windows.

23°C Partly cloudy

11:52 PM

7/9/2023

File Home Transform Add Column View Tools Help

Close & Apply New Source Recent Sources Enter Data Data source settings Manage Parameters Refresh Preview Properties Advanced Editor Manage Choose Columns Remove Columns Keep Rows Remove Rows Split Column Group By Data Type: Whole Number Use First Row as Headers Replace Values Merge Queries Append Queries Combine Files Text Analytics Vision Azure Machine Learning

Close New Query Data Sources Parameters Query Manage Columns Reduce Rows Sort Transform Combine All Insights

Queries [4]

- CustomerAddress
- CustomerDemographic
- NewCustomerList
- Transactions

Table.SelectRows(#"Removed Columns", each ([product_first_sold_date] <> null) and ([online_order]

transaction_id	product_id	customer_id	transaction_date	online_order
Valid 100%	Valid 100%	Valid 100%	Valid 100%	Valid 98%
Error 0%	Error 0%	Error 0%	Error 0%	Error 0%
Empty 0%	Empty 0%	Empty 0%	Empty 0%	Empty 2%
1000 distinct, 1000 unique	101 distinct, 0 unique	884 distinct, 782 unique	338 distinct, 59 unique	3 distinct, 0 unique
1	1	2	2950	42791
2	2	3	3120	42876
3	3	37	402	43024
4	4	88	3135	42978
5	5	78	787	43009
6	6	25	2339	42802
7	7	22	1542	42846
8	8	15	2459	42931
9	9	67	1305	42957
10	10	12	3262	42977
11	11	5	1986	42752
12	12	61	2783	42740
13	13	35	1243	42792
14	14	16	2717	42988
15	15

Query Settings

PROPERTIES

Name

Transactions

All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type
- Removed Duplicates
- Removed Blank Rows
- Removed Columns

X Filtered Rows

13 COLUMNS, 999+ ROWS Column profiling based on top 1000 rows

PREVIEW DOWNLOADED AT 11:20 PM

insight_sharpa_1

Home Insert Page Layout Formulas Data Review View

From FileMaker From HTML From Text New Database Query Refresh All

Connections Properties Edit Links Sort Filter Advanced Text to Columns Remove Duplicates Data Validation

D13 fx Male

	A	B	C	D	E	F	G	H
1	customer_id	first_name	last_name	gender	past_3_year	DOB	job_title	job_industry
2	1	Laraine	Medendorp	F	93	1953-10-12	Executive Sec	Health
3	2	Eli	Bockman	Male	81	1980-12-16	Administrative	Financial Servi
4	3	Arlin	Dearle	Male	61	1954-01-20	Recruiting Man	Property
5	4	Talbot		Male	33	1961-10-03	IT	
6	5	Sheila-kathryn	Calton	Female	56	1952-03-02	Senior Editor	n/a

	A	B	C	D	E	F	G	H	I	J	K	L
1	customer_id	first_name	last_name	gender	past_3_years	DOB	job_title	job_industry	wealth_segment	deceased	default	owns_car
2	34	Jephthah	Bachmann	U	59	1843-12-21	Legal Assistant	IT	Affluent	Custo	N	No
3	1182	Carolann	Ottiwil	Female	84	1932-03-15	Data Coordinator	IT	Mass	Custo	N	Yes
4	1099	Jarrett	Maffia	Male	12	1932-03-17	Tax Accountant	Manufacturing	Affluent	Custo	N	Yes
5	2567	Tobe	Spirit	Male	97	1932-03-17	Systems Admin	Financial Services	Mass	Custo	N	No
6	3621	Umeko	Hearfield	Female	13	1932-03-20	Developer IV	Health	High	Net Worth	N	No
7	3366	Rickey	Gregolotti	Male	98	1932-04-30	Technical Writer	Manufacturing	Mass	Custo	N	Yes
8	1817	Jozef	Frizzell	Male	32	1932-05-15	Graphic Designer	n/a	High	Net Worth	N	No
9	1998	Hamil	Britch	Male	13	1932-05-28	Media Manager	Manufacturing	High	Net Worth	N	No
10	2047	Kirsten	Slegg	Female	45	1932-06-15	Paralegal	Financial Services	Affluent	Custo	N	Yes
11	3326	Wes	Crotch	Male	83	1932-06-15	Nurse	Manufacturing	High	Net Worth	N	Yes
12	766	Nonna	Hun	Female	16	1932-06-24		Retail	Mass	Custo	N	Yes
13	389	Dorene	Scrivner	Female	97	1932-06-29	Help Desk Operator	Entertainment	Affluent	Custo	N	Yes
14	901	Letta	McCarter	Female	13	1932-06-29		Retail	Mass	Custo	N	Yes
15	3547	Ganny	Dwerryhouse	Male	19	1932-07-08	Senior Financial	Financial Services	Affluent	Custo	N	No
16	256	Linell	Beadie	Female	16	1932-07-09	Director of Sales	Health	High	Net Worth	N	Yes
17	170	Jammal	Gever	Male	80	1932-08-04	Pharmacist	Health	High	Net Worth	N	No
18	2915	Enrichetta	Broadberry	Female	32	1932-08-04	Budget/Accountant	Manufacturing	Mass	Custo	N	No
19	3523	Lin	Tarver	Male	33	1932-08-16		n/a	Affluent	Custo	N	No
20	2366	Idette	Mapam	Female	51	1932-08-17	Web Designer	Health	Mass	Custo	N	Yes
21	3506	Mercy	Donisi	Female	19	1932-08-20	Web Designer	Financial Services	Mass	Custo	N	No
22	3853	Kerri	Marrington	Female	91	1932-08-28	Accounting Assistant	n/a	Mass	Custo	N	Yes
23	1004	Colas	Pumfrett	Male	35	1932-09-10	Business Systems	IT	High	Net Worth	N	No
24	640	Galvin	O'Keenan	Male	12	1932-09-13	Librarian	Entertainment	High	Net Worth	N	Yes
25	1090	Loretta	lorna	Female	15	1932-09-16	Computer Systems	Telecommunications	Affluent	Custo	N	No
26	1927	Masha	Bibbie	Female	11	1932-09-16	Software Tester	Manufacturing	Affluent	Custo	N	Yes
27	2452	Sophronia	Yerrill	Female	93	1932-09-25	Chemical Engineer	Manufacturing	Mass	Custo	N	Yes
28	3488	Cristobal	Whitrod	Male	63	1932-10-09	Speech Pathologist	Manufacturing	Mass	Custo	N	Yes
29	3996	Rosalie	Halgarth	Female	8	1932-10-11	VP Product Manager	Health	Mass	Custo	N	No
30	1180	Gaye	Quickenden	Female	48	1932-10-19	Account Representative	Financial Services	Affluent	Custo	N	No
31	2115	Shannon	Pfleger	Male	17	1932-11-02	Food Chemist	Health	Mass	Custo	N	Yes

FileHomeHelp

Clipboard

Get dataExcel workbookData hubSQL ServerEnter dataDataaverseRecent sources

Queries

Relationships

Calculations

Security

Q&A

Sensitivity

Share

1 Calendar - CALENDAR("1/1/2017","12/31/2017")

Model

Custom...

- address
- country
- customer_id
- postcode
- property_valuati...
- state

Transacti...

- brand
- customer_id
- First Order Date...
- list_price
- online_order

Mo...

- Value

Key Me...

- Column
- %GM
- Frequency_Va...
- Gross Margin

NewCust...

- address
- country
- deceased_indica...
- DOB
- first_name
- gender
- job_industry_cat...
- job_title
- last_name
- owns_car

Custom...

- customer_id
- deceased_indica...
- DOB
- first_name
- gender
- job_industry_cat...
- job_title
- last_name
- owns_car

Cale...

- Date
- MonthName
- MonthNo
- Quarter

Fields

Calendar

CustomerAddress

CustomerDemographic

Key Measure

Months After

NewCustomerList

RFM Table

Transactions

All tables +

100%

Update available (click to download)

2:11 AM 7/10/2023

FileHomeHelpTable tools

Name RFM Table

Mark as date table

Manage relationships

New measure

Quick measure

New column

New table

StructureCalendarsRelationshipsCalculations

1

RFM Table = summarize(Transactions, Transactions[customer_id], "Recency Value", [Recency_value], "Frequency Value", [Frequency_value], "Monetary Value", [Monetary_value])

customer_id	Recency Value	Frequency Value	Monetary Value	Frequency Score	Monetary Score	Recency Score	RFM score
1542	134	5	5625.49	2	3	1	123
1305	143	5	4862.79	2	2	1	122
2426	17	5	8399.89	2	4	4	424
1842	212	5	6542.54	2	3	1	123
1582	56	5	5202.89	2	3	3	323
2596	73	5	7674.39	2	4	2	224
3368	30	5	5971.18	2	3	4	423
3356	5	5	6281.69	2	3	5	523
3398	66	5	4872.53	2	2	2	222
857	25	5	6692.93	2	4	4	424
3307	17	5	6066.91	2	3	4	423
439	100	5	5412.13	2	3	2	223
757	73	5	3967.6	2	2	2	222
788	40	5	4638.62	2	2	3	322
821	34	5	4826.39	2	2	4	422
947	81	5	5493.35	2	3	2	223
1453	1	5	6332.4	2	3	5	523
1339	103	5	6447.48	2	3	2	223
2134	82	5	6556.68	2	3	2	223
2403	151	5	3202.84	2	1	1	121
1170	87	5	6345.1	2	3	2	223

Fields

Calendar

CustomerAddress

CustomerDemographic

Key Measure

Months After

NewCustomerList

RFM Table

Transactions