

# EXAMPLE - Logical Functions

This example demonstrate the AND, OR, and NOT logical functions.

- See *AND Function*.
- See *OR Function*.
- See *NOT Function*.

In this example, the dataset contains results from survey data on two questions about customers. The yes/no answers to each question determine if the customer is 1) still active, and 2) interested in a new offering.

## Source:

Customer	isActive	isInterested
CustA	Y	Y
CustB	Y	N
CustC	N	Y
CustD	N	N

## Transformation:

Customers that are both active and interested should receive a phone call:

<b>Transformation Name</b>	New formula
<b>Parameter: Formula type</b>	Single row formula
<b>Parameter: Formula</b>	AND(isActive, isInterested)
<b>Parameter: New column name</b>	'phoneCall'

Customers that are either active or interested should receive an email:

<b>Transformation Name</b>	New formula
<b>Parameter: Formula type</b>	Single row formula
<b>Parameter: Formula</b>	OR(isActive, isInterested)
<b>Parameter: New column name</b>	'sendEmail'

Customers that are neither active or interested should be dropped from consideration for the offering:

<b>Transformation Name</b>	New formula
<b>Parameter: Formula type</b>	Single row formula
<b>Parameter: Formula</b>	AND(NOT(isActive), NOT(isInterested))
<b>Parameter: New column name</b>	'dropCust'

A savvy marketer might decide that if a customer receives a phone call, that customer should not be bothered with an email, as well:

<b>Transformation Name</b>	Edit column with formula
<b>Parameter: Columns</b>	sendEmail
<b>Parameter: Formula</b>	IF(phoneCall == "TRUE", FALSE, sendEmail)

**Results:**

Customer	isActive	isInterested	dropCust	sendEmail	phoneCall
CustA	Y	Y	FALSE	FALSE	TRUE
CustB	Y	N	FALSE	TRUE	FALSE
CustC	N	Y	FALSE	TRUE	FALSE
CustD	N	N	TRUE	FALSE	FALSE