EXAMPLE - Logical Functions

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

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.

Functions:

Item	Description
AND Function	Returns `true` if both arguments evaluate to `true`. Equivalent to the `&&` operator.
OR Function	Returns `true` if either argument evaluates to `true`. Equivalent to the `││` operator.
NOT Function	Returns `true` if the argument evaluates to `false`, and vice-versa. Equivalent to the `!` operator.

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:

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

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

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

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

Transformation Name	New formula
Parameter: Formula type	Single row formula
Parameter: Formula	AND(NOT(isActive),NOT(isInterested)

Parameter: New column name	`'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:

Transformation Name	`Edit column with formula`
Parameter: Columns	`sendEmail`
Parameter: Formula	`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