

From raw records to a useful business dataset

FICTIONAL DEMONSTRATION - No actual agencies, requests, businesses, or results

This sample illustrates a public-records-based business data workflow. Every record, registry key, source, and quality count is invented. The reserved .example domains are nonoperational. This is sample work, not a past client project.

1. Define the source context

Demonstration date: October 14, 2026. No actual source access or public-record request occurred. Both fictional sources cover U.S. business organizations; they contain no personal contact data.

Source	Illustrative source documentation
SRC-A	Fictional agency business register / records.example/register
SRC-B	Fictional public directory / records.example/directory

2. Inspect the raw rows

Row / key	Business name as received	City / state
R01 / REG-DEMO-101	HARBOR NORTH LABS LLC	portland / or
R02 / REG-DEMO-101	Harbor North Labs, LLC	PORTLAND / Oregon
R03 / REG-DEMO-202	SUMMIT WORKS	EUGENE / Oregon
R04 / REG-DEMO-303	Cedar Bridge Advisors	Salem / OR

Raw file: sample-raw-business-records.csv. Its website and source columns are included in the download. R01 and R02 share the same invented registry key. Their name punctuation, capitalization, state formatting, and website scheme differ.

Acquisition boundaries

In a real engagement, source availability, access conditions, agency decisions, and approved fees determine what can be obtained. No exempt, confidential, restricted, or unlawfully obtainable data is promised. Public records availability does not itself authorize marketing outreach.

Cleaned, mapped, and documented

FICTIONAL DEMONSTRATION - Illustrative Account CSV preparation

3. Apply transparent cleaning decisions

Consolidate R01/R02 using the exact registry key within the fictional source context. Normalize names and location formats; standardize supplied website schemes. Preserve missing information as missing. Keep source references and decisions in the companion notes file.

Name	BillingCity / BillingState	Website
Harbor North Labs LLC	Portland / OR	https://harbornorth.example
Summit Works	Eugene / OR	(blank - documented)
Cedar Bridge Advisors	Salem / OR	https://cedarbridge.example

4. Map the final Account CSV

CSV field	Illustrative transformation
Name	Trim; standardize case; use registry key to review duplicate.
BillingCity	Trim and normalize city case.
BillingState	Normalize Oregon/or to OR for this sample.
BillingCountry	United States from fictional source jurisdiction; confirm target org values.
Website	Standardize scheme when supplied; missing stays blank.
Description	Explicit fictional demonstration label; not a client field requirement.

CSV column order

Name, BillingCity, BillingState, BillingCountry, Website, Description

The Description column labels every row as a fictional demonstration. Each output row represents a business Account. The three-row CSV is for inspection, not loading into a production CRM.

Quality notes and handoff

FICTIONAL DEMONSTRATION - No actual imports or production validation

5. Review the sample quality summary

Check	Fictional result
Input rows	4 source rows
Output business Accounts	3 rows
Exact-key duplicate	1 duplicate row consolidated (R02 into R01)
Missing website	1 output record (Summit Works); remains blank
Required sample Name values	3 of 3 populated; not validation of a live Salesforce org
Source traceability	3 of 3 outputs have source and raw-row notes
Personal contacts / leads	None included
Salesforce import status	Not imported; target-org review remains required

6. Review mapping assumptions

Account fields shown here are illustrative. State/country picklists, required fields, permissions, duplicate rules, matching logic, record types, and validation can differ by Salesforce organization. An administrator must approve the mapping and a controlled test before any import.

Contact and Lead planning

The mapping CSV includes illustrative Contact FirstName, LastName, Email, and AccountId planning, plus Lead Company, FirstName, LastName, and Email planning. No people, email addresses, relationship IDs, Contact rows, or Lead rows have been invented. Required fields, status defaults, and relationship matching must be checked in the target organization.

Deliverables in this sample

Raw source CSV; clean Account CSV; source and quality notes CSV; field-mapping CSV; this brief. Salesforce-ready data preparation does not include a full Salesforce implementation, configuration, integration, or consulting engagement. Optional import assistance is quoted separately.

Technical reference

Salesforce Help: Import Data with the Data Import Wizard. Import preparation and field mapping guidance inform this demonstration; no Salesforce partnership or certification is claimed.