**Data Analytics Week 1**

**Week 1:  
  
Tasks & Resources: -**

“Welcome to the Week 1 of PrepInsta’s Data Analytics Internship program.

In this module you will be working on creating functional dashboards in Google sheets. You will find the task and resources both on this page.”

**Project 1: -**

Create a functional dashboard in Google Sheets to analyse and visualize data related to bike buyers. Your dashboard should provide insights into the behaviour and preferences of bike buyers.

**Takeaway: -** This task is designed to not only test your technical skills in Google Sheets but also your ability to derive meaningful insights from data.

**Pre-requisites**

* Basic understanding of Google Sheets
* Basic understanding of data sorting, filtering and basic formulas
* Ability to import and manipulate data in Google Sheets.

Note: - In case you want to revise the pre-reqs, just head over to the resources section for a quick brush up.

**What you need to do?**

Stuck with the project!! Don’t worry, we have all the steps covered for you.

* **Step 1:- Data Acquisition**

Download the provided dataset or use a dataset of your choice related to bike buyers. Ensure it contains relevant information such as customer demographics, purchase history, and product preferences.  
Dataset Link:

* **Step 2:- Google Sheets Set-up**

Open a new Google Sheets document and import the dataset into a new sheet.  
You should be familiar with the basic functionalities of Google Sheets, including data sorting, filtering, and basic formulas.

* **Step 3 Data Exploration**

Explore the dataset to understand its structure and contents. Identify key variables to provide insights into bike buyers’ behaviour and preferences.

* **Step 4:- Dashboard Design**

Plan the layout of your dashboard, deciding which key metrics and visualizations you want to include. Create separate sections for demographics, purchasing trends, and any other relevant categories.

* **Step 5:- Data analysis and visualization**

Utilize Google Sheets features to perform data analysis. This may include creating pivot tables, charts, and graphs. Visualize key metrics such as customer age distribution, popular bike models, and purchasing patterns.

* **Step 6:- Interactive Elements**

Enhance your dashboard with interactive elements like dropdown menus or filters to allow users to explore the data dynamically. Ensure that your dashboard is user-friendly and provides a seamless experience.

* **Step 7:-  Insights and Recommendation**

Draw insights from your analysis and use them to make informed recommendations. For example, which bikes are most popular among certain age groups or demographics?

* **Step 8:- Documentation**

Document the steps you took to create the dashboard. Include explanations for your design choices and any challenges you faced. Create a summary of the insights gained and recommendations made.