

FREELANCING

GROUP 1



THE UNCLEAN DATA ON POWER QUERY

ABC 123	Title	ABC 123	Category Na...	ABC 123	Expe...	ABC 123	Sub Category N...	ABC 123	Cur...	ABC 123	Budget	ABC 123	Location	ABC 123	F...	ABC 123	Type	ABC 123	Date Posted	ABC 123	Description	ABC 123	Duration
1	Banner images for web desgin websi...		Design		Entry (\$)		Graphic Design		EUR		60		remote		ALL		fixed_price		4/29/2023 6:06:39 PM		We are looking to improve the banner images on our web design pages		
																					Web design Shopify woo commence		
2	Make my picture a solid silhouette		Video, Photo & Image		Entry (\$)		Image Editing		GBP		20		remote		ALL		fixed_price		4/29/2023 5:40:28 PM		Hello		
																					I need a quick designer to make 4 pictures a solid silhouette with white tr		
3	Bookkeeper needed		Business		Entry (\$)		Finance & Accounting		GBP		12		remote		ALL		fixed_price		4/29/2023 5:40:06 PM		Hi - I need a bookkeeper to assist with bookkeeping. Thanks.		
4	Accountant needed		Business		Entry (\$)		Tax Consulting & Advising		GBP		14		remote		ALL		fixed_price		4/29/2023 5:32:01 PM		Hi - I need an accountant to assist me with understanding regulatory c...		
5	Guest Post on High DA Website		Digital Marketing		Expert (\$\$\$)		SEO		USD		10000		remote		ALL		fixed_price		4/29/2023 5:09:36 PM		Hi, I am currently running a project where I will require 100+ guest pos...		
																					Please read carefully -		
																					1. I'm looking for guest posts/articles ONLY, ONLY FULL ARTICLES.		
6	Content Database Project for Travel ...		Technology & Progra...		Expert (\$\$\$)		Databases		EUR		500		remote		ALL		fixed_price		4/29/2023 5:08:46 PM		Brief		
																					The requirements of this brief is to find a solution to manage a database i		
																					Objectives		
																					1. Identify the most appropriate software solution to manage the data an		
7	Make web site for Tutoring company		Design		Entry (\$)		Web Design		USD		10		remote		ALL		fixed_price		4/29/2023 4:51:40 PM		I need to build web site for my tutoring company. should simple in des...	1 - 2 weeks	
8	Seeking Highly Skilled Freelancers		Technology & Progra...		Entry (\$)		Website Development		GBP		10		remote		ALL		fixed_price		4/29/2023 4:11:02 PM		I am currently working on a new freelancer community project that wi...		
																					If you are a motivated and experienced freelancer based in the UK, I wou		
																					Please note that at this stage I require all interested parties to be based in		
9	E-learning		Design		Intermediat...		Illustration & Drawing		GBP		0		remote		ALL		fixed_price		4/29/2023 4:06:36 PM		Looking for a quote for an introductory e-learningi course that can be ...		
10	19 sentences recording. native engli...		Music & Audio		Entry (\$)		Voice-Over		USD		10		remote		ALL		fixed_price		4/29/2023 3:50:21 PM		1. need native speaker from US or UK or CA		
																					2. each one read 19 sentences.		
																					3. the 19 sentences should be delivered in one file		

TO CLEAN THE DATA, WE FOLLOWED THE FOLLWING STEPS :

1-RERMOVED UNWANTED COLOUMNS

2-EXTRACTED DATA BEFORE DELIMETER

3- FORMAT "CLIENT JOB TITLE" INTO LOWERCASE TO PREVENT ANY VARIANCE OF THE SAME JOB BUT IN DIFFERFENT FORMAT

ABC 123 Experience
Entry (\$)
Entry (\$)
Entry (\$)
Entry (\$)
Expert (\$\$\$)
Expert (\$\$\$)
Entry (\$)
Entry (\$)
Intermediate (\$\$)
Entry (\$)
Entry (\$)
Expert (\$\$\$)
Expert (\$\$\$)
Expert (\$\$\$)
Expert (\$\$\$)



A ^B C Experience
Entry
Entry
Entry
Entry
Expert
Expert
Entry
Entry
Intermediate
Entry
Entry
Expert
Expert
Expert

ABC 123 Client Job Title
Marketing Specialist
Media producer
Business Leader
Lead Generation Marketing Social Media Marketing Google Adwor...
SEO. link Building. Digital Marketing service provider.
Mobile App and Web Development Specialists in London
Manager
Sr. Structural Engineer (ACABE)
Manager
Videographer Photographer
Business owner
Company Director Wordpress Developer Front End Developer Go...
Marketing Manager
Director
Susan Hawkins, Founder and Managing Director (UK)



- ☐ business mentor, Property Developer
- ☒ Business Owner
- ☒ business owner
- ☒ Business owner

A ^B C Client Job Title
marketing specialist
media producer
business leader
lead generation marketing social media marketing google adwords
seo. link building. digital marketing service provider.
mobile app and web development specialists in london
manager
sr. structural engineer (acabe)
manager
videographer photographer
business owner
company director wordpress developer front end developer goog
marketing manager

4- CREATING JOBS IN ANOTHER TABLE "TABLE 2" TO MERGE THE JOB TITLES WITH "CLIENT JOB TITLE" TO ELIMINATE THE VARIANCES OF THE JOBS BY USING "FUZZY CLUSTERING" METHOD IN THE MERGIN QUERY

Queries [2] < X ✓ fx = Table

Table1

Table2

Job Title

1	IT
2	Data Analysis
3	Marketing
4	Software Engineering
5	Graphic Designer
6	Accountant
7	Business Devolpment
8	Web Designer
9	Digital Marketing
10	CEO

Table1

Category Name	Exp	Refresh	Sub Category Name	Currency	Budget	Location	Freelancer Prefer
Technology & Programming	Expert		CMS Development	USD	4000	remote	ALL
Video, Photo & Image	Intermediate		Videography	GBP	80	remote	ALL
Technology & Programming	Intermediate		Programming & Coding	GBP	250	remote	ALL
Technology & Programming	Expert		Programming & Coding	USD	50	remote	ALL
SEO	Expert		SEO	USD	200	remote	ALL

Table2

Job Title
IT
Data Analysis
Marketing
Software Engineering
Graphic Designer

Join Kind

Left Outer (all from first, matching from second)



USING 0.4 SIMILIARTY

seo. link building. digital marketing service provider.

Digital Marketing

5-DEALING WITH DIFFERENT CURRENCIES

TURNING ALL "GBP OR EUR" CURRENCIES INTO "USD"

BY CREATING EXCHANGE RATE COLOUMN

THEN MULTYPLINGG" BUDGET*EXCHANGE RATE"= "BADGET IN USD"

ABC 123	Currency	ABC 123	Exchange Rate	ABC 123	Budget
	USD		USD		4000
	USD		USD		4000
	GBP		GBP		250
	USD		USD		200
	USD		USD		200
	GBP		GBP		130
	GBP		GBP		100
	GBP		GBP		100
	EUR		EUR		375
	GBP		GBP		200
	GBP		GBP		200



ABC 123	Currency	1.2	Exchange Rate	1 ² ₃	Budget
	USD		1		4000
	USD		1		4000
	GBP		1.3		250
	USD		1		200
	USD		1		200
	GBP		1.3		130
	GBP		1.3		100
	GBP		1.3		100
	EUR		1.1		375
	GBP		1.3		200

ABC 123	Currency	1.2	Exchange Rate	1 ² ₃	Budget	ABC 123	Budget As USD
	USD		1		4000		4000
	USD		1		4000		4000
	GBP		1.3		250		325
	USD		1		200		200
	USD		1		200		200
	GBP		1.3		130		169
	GBP		1.3		100		130
	GBP		1.3		100		130



6- REPLACING VALUES :FOR EASIER IDENTIFICATION

ABC 123	Freelancer Preferred...
	ALL
	ALL
	ALL
	ALL
	ALL
	GB
	GB



ABC 123	Freelancer Preferred From 1
	All Countries
	All Countries
	All Countries
	All Countries
	All Countries
	Great Britain
	Great Britain

7-CUSTOM COLOUMN:TO CATEGORIZED DUARATIONS PERIODS INTO 3 CATEGORIES:
SHORT:1H-2W MEDIUM:2W :6M LONG :6M:ONGOING

ABC 123	Duration
	1 - 6 months
	1 - 6 months
	1 - 6 months
	1 - 2 weeks
	1 - 2 weeks
	Ongoing
	less than 1 week
	less than 1 week
	1 - 2 weeks

Custom Column

Add a column that is computed from the other columns.

New column name

Custom

Custom column formula

```
=if Text.Contains([Duration], "hour") or Text.Contains([Duration], "1 day") or Text.Contains([Duration], "2 days") then "Short" else if Text.Contains([Duration], "week") or Text.Contains([Duration], "1 - 6 months") then "Medium" else if Text.Contains([Duration], "6 months") or Text.Contains([Duration], "Ongoing") then "Long" else "Uncategorized"
```

Available columns

- Category Name
- Experience
- Currency
- Exchange Rate
- Budget
- Budget As USD
- Location

<< Insert



ABC 123	Duration
	Medium
	Medium
	Medium
	Medium
	Medium
	Long

- 8- FINALIZING BY MAKING SURE NO ERRORS
- 9- DELETING BLANK CELLS
- 10- ALL UR COLLOUMNS ARE NAMED PROPERLY
- 11- CHANGING THE TYPE OF THE COLOUMNS TO PROPPRETE TYPE

THERE U GO, CLEAN DATA TO START NEXT STEP!!

	A _C Category Name	A _C Experience	A _C Currency	1.2 Exchange Rate	1 ₂ Budget	1.2 Budget As USD	A _C Location	A _C Freelancer Preferred...	A _C Type	Date Posted	A _C Duration
1	Technology & Programming	Expert	USD		4000	4000	remote	All Countries	fixed_price	4/29/2023	Medium
2	Technology & Programming	Expert	USD		4000	4000	remote	All Countries	fixed_price	4/29/2023	Medium
3	Technology & Programming	Intermediate	GBP	1.3	250	325	remote	All Countries	fixed_price	4/28/2023	Medium
4	Digital Marketing	Expert	USD		200	200	remote	All Countries	fixed_price	4/27/2023	Medium
5	Digital Marketing	Expert	USD		200	200	remote	All Countries	fixed_price	4/27/2023	Medium
6	Social Media	Expert	GBP	1.3	130	169	remote	Great Britain	fixed_price	4/27/2023	Long
7	Design	Expert	GBP	1.3	100	130	remote	Great Britain	fixed_price	4/27/2023	Medium
8	Design	Expert	GBP	1.3	100	130	remote	Great Britain	fixed_price	4/27/2023	Medium
9	Technology & Programming	Expert	EUR	1.1	375	412.5	remote	All Countries	fixed_price	4/26/2023	Medium
10	Marketing, Branding & Sales	Expert	GBP	1.3	200	260	remote	All Countries	fixed_price	4/25/2023	Medium
11	Marketing, Branding & Sales	Expert	GBP	1.3	200	260	remote	All Countries	fixed_price	4/25/2023	Medium
12	Technology & Programming	Expert	GBP	1.3	250	325	remote	All Countries	fixed_price	4/25/2023	Medium
13	Digital Marketing	Expert	GBP	1.3	34	44.2	remote	All Countries	hourly	4/24/2023	Medium
14	Digital Marketing	Expert	GBP	1.3	34	44.2	remote	All Countries	hourly	4/24/2023	Medium
15	Digital Marketing	Entry	USD		95	95	remote	All Countries	fixed_price	4/24/2023	Medium
16	Digital Marketing	Entry	USD		95	95	remote	All Countries	fixed_price	4/24/2023	Medium
17	Design	Entry	GBP	1.3	10	13	remote	All Countries	fixed_price	4/23/2023	Short
18	Design	Entry	GBP	1.3	10	13	remote	All Countries	fixed_price	4/23/2023	Short
19	Design	Entry	GBP	1.3	20	26	remote	All Countries	hourly	4/23/2023	Long
20	Design	Expert	GBP	1.3	250	325	remote	Great Britain	fixed_price	4/23/2023	Medium
21	Design	Expert	EUR	1.1	100	110	remote	All Countries	fixed_price	4/20/2023	Medium
22	Design	Expert	EUR	1.1	100	110	remote	All Countries	fixed_price	4/20/2023	Medium
23	Digital Marketing	Expert	GBP	1.3	280	364	remote	All Countries	fixed_price	4/19/2023	Medium
24	Design	Entry	GBP	1.3	20	26	remote	All Countries	fixed_price	4/19/2023	Medium
25	Design	Entry	GBP	1.3	20	26	remote	All Countries	fixed_price	4/19/2023	Medium
26	Technology & Programming	Expert	GBP	1.3	250	325	remote	All Countries	fixed_price	4/19/2023	Medium

Budget by Project Category and Experience Level

•Columns: Experience (ENTRY , INTERMEDIATE, EXPERT)

•Values: Budget As USD (SUM)

This combination shows how budgets are distributed across different categories and experience levels.

Insight: Identify which experience level dominates within each project category.

Client Perspective:

1.Hire Experts for High-Impact Work:

- 1. Top Categories:
 - 1. Technology & Programming (\$943.56), Business (\$806.00)
- 2. Invest in experienced freelancers for specialized or critical tasks to ensure quality results.

2.Cost-Effective Entry-Level Work:

- 1. Assign simpler tasks to entry-level freelancers in categories like:
 - 1. Digital Marketing (\$71.40), Design (\$34.96)
- 2. This helps reduce costs while completing basic projects efficiently.

3.Value Mid-Level Talent:

- 1. Utilize intermediate-level freelancers for mid-tier tasks in:
 - 1. Marketing, Branding & Sales (\$455.00), Social Media (\$390.00)
- 2. Balance cost and quality for tasks requiring moderate expertise.

AVG Budget		Column Labels		
Row Labels		▼		
		▼ Entry	Expert	Intermediate
Business		29.60	806.00	73.13
Design		34.96	164.10	91.00
Digital Marketing		71.40	351.08	104.00
Marketing, Branding & Sales		91.00	129.59	455.00
Music & Audio		16.50		
Social Media			169.00	390.00
Technology & Programming		69.64	943.56	167.50
Video, Photo & Image		44.39	563.91	97.50
Writing & Translation		49.13	96.55	61.54
Grand Total		53.11	434.93	157.01

Budget by Project Category and Experience Level

Freelancer Perspective:

1. Specialize to Earn More:



1. Focus on high-paying fields like:
 1. Technology & Programming, Business, and Video, Photo & Image
2. Gaining expertise in these areas can command premium rates.

2.Entry-Level Opportunities:

1. For beginners, target categories like:
 1. Digital Marketing, Design, and Writing & Translation
2. Build a portfolio through simpler tasks before advancing to higher-paying roles.

3. Upskill Strategically:

1. Intermediate freelancers should develop skills in:
 1. Marketing & Branding and Social Media
2. Moving to expert-level proficiency in these areas can increase earnings significantly.

AVG Budget	Column Labels 		
Row Labels	 Entry	Expert	Intermediate
Business	29.60	806.00	73.13
Design	34.96	164.10	91.00
Digital Marketing	71.40	351.08	104.00
Marketing, Branding & Sales	91.00	129.59	455.00
Music & Audio	16.50		
Social Media		169.00	390.00
Technology & Programming	69.64	943.56	167.50
Video, Photo & Image	44.39	563.91	97.50
Writing & Translation	49.13	96.55	61.54
Grand Total	53.11	434.93	157.01

Freelancer Preferences by Client Country and Project Type

- Rows:** Client Country
- Columns:** Freelancer Preferred From
- Filters:** Type (fixed price)
- Values:** Budget As USD (SUM)

Insight: Identify potential regional demand for freelancers.

SUM Budget	Column Labels			
Row Labels	All Countries	Ausuralia	Great Britain	Turkey
Australia		74.00		
France	236.50			
Germany	187.80			
India	180.00			
Indonesia	1,912.00			
Ireland	412.50			
Italy	207.90			
Morocco	500.00			
Pakistan	400.00			
Spain	8,291.00			
Turkey			143.00	143.00
United Kingdom	26,707.30		12,477.30	
United States	310.00			
Grand Total	39,345.00	74.00	12,620.30	143.00

Client Perspective

1.Global Distribution of Budgets:

- Major budgets are allocated to specific countries:
 - United Kingdom:** \$26,707.30
 - Spain:** \$8,291.00
 - Indonesia:** \$1,912.00
- Action:** Focus on hiring from regions with higher average budgets if you require specialized skills or premium services.

2.High Budget Allocation by Country:

- Invest in freelancers from high-budget countries (e.g., **United Kingdom** and **Spain**) for high-quality and specialized work.

3.Cost-Efficient Options:

- Consider freelancers from countries like **Turkey** (\$143.00) and **France** (\$236.50) for more affordable projects with smaller budgets.

4.Strategic Budgeting:

- Optimize spending by balancing high-budget regions with lower-cost alternatives based on project requirements.

Freelancer Preferences by Client Country and Project Type

SUM Budget		Column Labels			
Row Labels	All Countries	Ausurialia	Great Britain	Turkey	
Australia		74.00			
France	236.50				
Germany	187.80				
India	180.00				
Indonesia	1,912.00				
Ireland	412.50				
Italy	207.90				
Morocco	500.00				
Pakistan	400.00				
Spain	8,291.00				
Turkey			143.00	143.00	
United Kingdom	26,707.30		12,477.30		
United States	310.00				
Grand Total	39,345.00	74.00	12,620.30	143.00	

Freelancer Perspective

- 1.High-Earning Opportunities:
 - 1. Countries with High Budgets:
 - 1. United Kingdom (\$26,707.30), Spain (\$8,291.00), Indonesia (\$1,912.00)
 - 2. Freelancers from these countries can capitalize on the higher demand and budget availability.
- 2. Expanding Client Reach:
 - 1. If you're in regions like **Turkey** (\$143.00) or **France** (\$236.50), seek ways to attract international clients to boost earnings.
- 3.Competitive Advantage:
 - 1. Position yourself to provide cost-effective solutions for clients seeking lower-budget projects while maintaining quality.
- 4.Build Expertise:
 - 1. Focus on building specialized skills to attract clients with higher budgets in regions like the United Kingdom and Spain.

Duration Analysis by Experience and Budget

- Rows:** Duration (Short, Medium, Long)
- Columns:** Experience
- Values:** Budget As USD (Sum or Average)

This will help analyze how project duration correlates with freelancer experience level and budget.

Insight: See if longer-duration projects typically require higher experience levels or budgets.

AVG Budget	Column Labels			
Row Labels	Entry	Expert	Intermediate	
Long	33.94	411.93	190.67	
Medium	59.27	516.61	187.60	
Short	53.22	215.46	14.75	
Uncategorized	39.25	325.00		
Grand Total	53.11	434.93	157.01	

Client Perspective

1. Longer Projects for Experts:

1. Medium and Long-term Projects command higher budgets for experts:

1. Medium: \$516.61
2. Long: \$411.93

2. Budget Allocation by Duration:

1. For cost-efficiency, assign **Entry-Level** freelancers for shorter tasks (e.g., **Short**: \$53.22).
2. **Intermediate** freelancers are cost-effective for mid-term tasks (e.g., **Medium**: \$187.60).

3. Value for Money:

1. Consider **Experts** for complex or high-impact tasks in longer projects.
2. For simpler tasks, allocate budgets to **Entry-Level** freelancers.

Duration Analysis by Experience and Budget

Freelancer Perspective

AVG Budget	Column Labels			
Row Labels	Entry	Expert	Intermediate	
Long	33.94	411.93	190.67	
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- 1. High-Paying Opportunities:
 - 1. Focus on **Medium-term Projects** to maximize income:
 - 1. Experts earn the most (\$516.61).
- 2. Long-Term Strategy:
 - 1. Position yourself for **Long-term Projects** (\$411.93) to secure steady, high-value work.
- 3. Skill Development:
 - 1. Intermediate freelancers should target **Medium-term** tasks to build skills and increase earnings.
- 4.Short Projects for Quick Wins:
 - 1. Entry-level freelancers can gain experience through **Short Projects** (\$53.22).

USING TIMELINE: OF THE TIME POSTING FOR PROJECTS AND SORT BY QUARTERS

USING SLICERS: OF THE TYPE: "FIXED PRICE": A SUM OF AMOUNT AGREED UPON BY THE CLIENT & FREELANCER ON THE WHOLE PROJECT

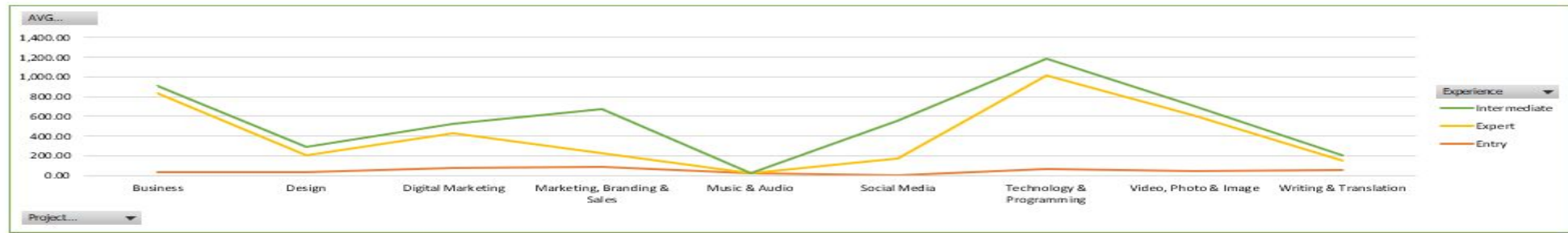
"HOURLY": PAID UPON THE WORKED HOURS.

USING SLICERS: OF THE LOCATION: "REMOTE OR ONSITE"

The image shows a dashboard with four slicers. The first three are 'Type', 'Location', and 'Experience', each with a list of options. The fourth is 'Date Posted', which shows a timeline for the year 2023, divided into four quarters (Q1, Q2, Q3, Q4). The 'Date Posted' slicer also includes a dropdown menu for 'All Periods' and a 'QUARTERS' label.

Type	Location	Experience	Date Posted
fixed_price	onsite	Entry	2023
hourly	remote	Expert	Q1 Q2 Q3 Q4
		Intermediate	

USING LINE GRAPH



BETWEEN :

EXPERIENCE: "ENTRY, INTERMEDIATE, EXPERT" LEVELS

AVG BUDGET IN USD

PROJECT CATEGORIES

- **High Budgets for Technology & Programming**

- This indicates **complexity** and **demand** for skilled professionals in this category.

- **Marketing & Sales and Social Media**

- These are **strategic** areas for investment, providing value for medium budgets.

- **Low Budgets for Entry-Level Freelancers**

- Across all categories, Entry-level freelancers receive consistently low budgets.
- Suitable for **simple or repetitive tasks**.
- Moderate budgets for **Intermediate** and **Expert** freelancers.

- **FREELANCER PERSPECTIVE:**

- **Focus on Technology & Programming**

- High earnings potential for **Intermediate** and **Expert** levels.

- **Diversify into Business and Marketing**

- These categories show a moderate budget range, ideal for freelancers looking to expand skills.

- **Limited Opportunities for Entry-Level**

- Entry-level freelancers should seek smaller tasks or specialize to progress to higher-paying categories.

Type

☐ fixed_price

☐ hourly

Location

☐ onsite

☐ remote

Experience

☐ Entry

☐ Expert

☐ Intermediate

Date Posted

All Periods QUARTERS

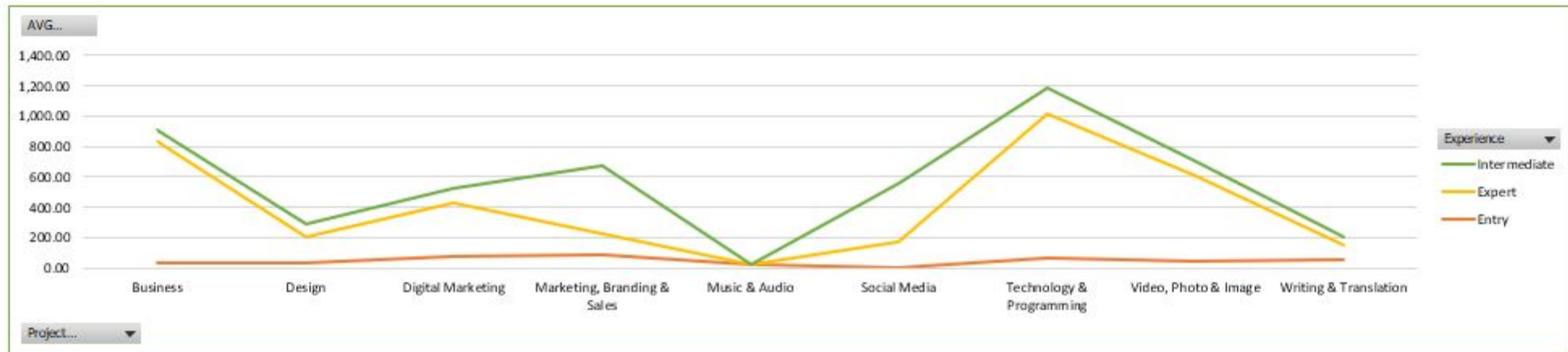
2023

☐ Q1 ☐ Q2 ☐ Q3 ☐ Q4

SUM Budget	Column Labels			
Row Labels	All Countries	Australia	Great Britain	Turkey
Australia		74.00		
France	236.50			
Germany	187.80			
India	180.00			
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THANK U!