

Documentation & Submission

1. Dataset Used

The dataset utilized for this analysis is the eCommerce Sales Dataset.

This dataset contains transactional data encompassing customer orders, product details, pricing, and regional information. The primary objective of this document is to outline the methodology used for cleaning the raw data and the specific formulas applied to derive key business insights.

2. Data Cleaning and Preparation Steps

To ensure the accuracy and integrity of the analysis, the following data preparation and cleaning steps were executed. A clean dataset is foundational for reliable reporting and decision-making.

1. Removal of Duplicate Records

Objective: To prevent the inflation of sales figures and other key metrics by ensuring each transaction is counted only once.

2. Selection of Unique and Relevant Columns

Objective: To refine the dataset by focusing only on columns essential for the analysis and ensuring a primary unique identifier exists for each transaction.

3. Formulas Applied for Analysis

A variety of standard and conditional formulas were used to perform calculations, summarize data, and extract meaningful information.

SUM, AVERAGE, LEFT, RIGHT, IF, NESTEDIF, AVERAGEIF, COUNTIF, COUNTBLANK

4. Dashboard

