

Section 6: Prompt Engineering

◆ Prompt Used:

“Calculate Average Order Value (AOV) from the Online Retail dataset, leveraging dynamic array functions like UNIQUE()? Also, how should I handle data inconsistencies such as nulls or duplicate InvoiceNo values?”

◆ Response from ChatGPT:

You can calculate the Average Order Value (AOV) using this formula:

`=SUMPRODUCT(Quantity, UnitPrice) / COUNTA(UNIQUE(InvoiceNo))`

This calculates total sales and divides it by the number of unique invoices (orders).

Make sure to use Excel 365 or Excel with dynamic array support for the UNIQUE() function to work properly.

What the AI did well:

- The AI gave a clear and accurate formula using relevant Excel functions.
- It explained the logic behind the calculation in simple terms.

What I had to modify or improve:

- I adjusted the formula slightly in Excel because the UNIQUE() function needed to reference a valid range correctly.
- I also verified if all InvoiceNo entries were numeric and cleaned any blank cells first to avoid errors.