DATA CLEANING & STORYTELLING
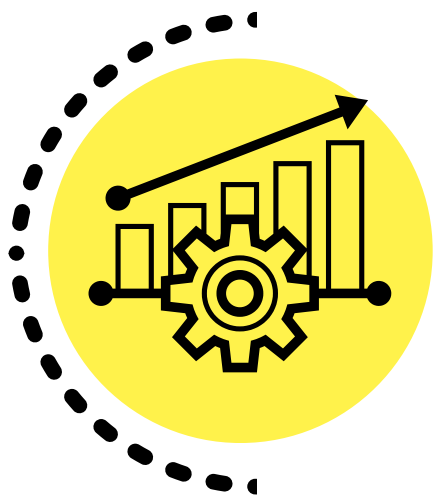
A CASE STUDY

1 **UNDERSTAND**
getting a sense of what the data holds is critical.

2 **ASSEST**
Data quality,Checking for data quality often means scrutinising raw data.

3 **EXPLORE**
revenue from different tables

4 **ANALYZED DISCOUNTS**
finding out whether offering discounts is beneficial for the company

20% OFF

5 **STORYTELING**
A message is always directed to an audience that you must know and adapt to. Sharing plots with a colleague within the Data department, with management, or with external clients require different tones and amounts of context