

TASK 1. Data Cleaning And preparation

STEP 1

I opened the data in an Excel file. In the "Google Raw" sheet, about 90 rows were blank, and in the "Facebook Raw" sheet, there were 729 blank rows. These blank rows can cause inconsistencies in our data, so I simply selected all the blank rows and deleted them using the "Delete" keyword. There were no duplicates or null values present in our data. There were no errors regarding data types either.

STEP 2

I used Power BI for data analysis. First, I opened Power BI and loaded the data by selecting the Excel file type. Then, I created a relationship between the "Google Raw" and "Facebook Raw" data using the common column 'date'.

Here is the link of cleaned data File: <https://docs.google.com/spreadsheets/d/1sDjWSFSxuVhYOFWN2-OAyzWTjQv7IgrM/edit?usp=sharing&ouid=116036152009857404638&rtpof=true&sd=true>