* Organize Your Data
  + Format your data as an Excel Table using Ctrl+T to make it easier to sort, filter, and analyze.
  + Ensure each column has a unique, descriptive header and each row represents a single record.
  + Avoid merged cells, empty rows, or multiple header rows.
* Clean Your Data
  + Use Data > Remove Duplicates to eliminate redundant entries.
  + Apply TRIM and CLEAN functions to remove extra spaces and non-printable characters.
  + Consistently format data (e.g., dates, numbers, text) and check for missing or inconsistent values.
* Basic Data Exploration
  + Utilize Sort and Filter features from the Data tab to quickly find trends or outliers.
  + Apply Conditional Formatting (Home > Conditional Formatting) to highlight important values, trends, or errors.
* Summarize and Aggregate with PivotTables
  + Generate PivotTables (Insert > PivotTable) to summarize large datasets by counts, sums, averages, or categories.
  + PivotCharts offer visual summaries directly linked to the PivotTable.
* Visualization
  + Create charts (Insert > Charts) such as bar, line, or pie charts for trends and comparisons.
  + Utilize Excel’s Recommended Charts for quick visual representations.
* Key Excel Functions for Analysis
  + SUM, AVERAGE, COUNT, MAX, MIN: Basic aggregations.
  + XLOOKUP, MATCH: For finding and joining data.
  + IFERROR, COUNTBLANK: For handling errors and identifying missing data.
* Advanced Tools
  + Try the Analyze Data button (Home tab) to generate quick summaries, trends, and even ask questions in plain language (requires Microsoft 365).
  + Use Power Query to import, clean, and combine data sets

INSIGHTS AND RECOMMENDATIONS

* + TO IDENTIFY BEST-SELLING PRODUCTS AND CATEGORIES
  + IMPROVE THE SALES
  + COMPARE PERFORMANCE BETWEEN SALES TO ADJUST SALES
  + IDENTIFY PEAK YEAR IN THE ADJUST SALES USE TO PIVOT CHART
  + IF PRODUCT SALES ARE LOWER, FOCUS ON ADJUST SALES, DISCOUNTS, AND BETTER USER EXPERIENCE TO INCREASE THE CAST
  + IN MY DASHBOARD SHOW THE EASY TO UNDERSTANDING THE DIAGRAMS