**Scenario Demonstration Practice Worksheet:**

**The Streaming Wars (Excel)**

You are a Data Technician working for **StreamScene Analytics**. Your task is to analyse viewing data from popular streaming platforms (*Netflix*, *Disney+*, and *Prime Video*). You will use Excel to **blend**, **analyse**, and **visualise** data using lookup, SUMIF, AVERAGEIF, AVERAGEIFS, IF, Pivot Tables, and charts.

Instructions

Work through each of the 10 steps below carefully. Write your notes and results directly in this document or in Excel as instructed.

1. **Import and set up.** Import both CSV files into Excel. Rename the sheets as *Profiles* and *Stats*. Save your workbook as Streaming\_Wars\_Report.xlsx.
2. **Blend using XLOOKUP.** In *Stats*, use XLOOKUP to bring *Gender* and *AgeGroup* from *Profiles* (match on *UserID*).
3. **Flag cost level (IF).** Create a new column *HighCost?* using IF. Label cost > £9 as “High”, otherwise “Standard”.
4. **Total viewing hours (SUMIF).** Use SUMIF to calculate total hours for each platform (Netflix, Disney+, Prime Video).
5. **Average satisfaction by platform (AVERAGEIF).** Use AVERAGEIF to find average satisfaction for each platform.
6. **Average satisfaction by gender *and* platform (AVERAGEIFS).** Use AVERAGEIFS to compare average satisfaction for combinations (e.g., Female+Netflix; Male+Disney+). Create a small results table and highlight differences.
7. **Pivot Table (age × platform).** Insert a Pivot Table showing *Average of HoursWatched* by *AgeGroup* (rows) and *Platform* (columns).
8. **Pivot Chart.** Add a Clustered Column Chart from the Pivot Table. Title it “Average Viewing Hours by Age Group and Platform”.
9. **Summary visual table.** Build a table comparing *Platform*, *Total Hours*, *Average Satisfaction*, and *Cost Level*. Add Conditional Formatting or icons to make the story clear.
10. **Explain your results (short write-up).** Which platform performs best? Does cost affect satisfaction? What patterns do you notice by gender or age? Keep it to 3–5 sentences in plain English.

Tip: keep formulas readable and label all charts and tables clearly for non-technical stakeholders.