BUSINESS OBJECTIVE

The company is wants me to carry out a sale and financial analysis on the products.

The objective here is to find the;

• Total revenue and profit from sales

• Compare sales from the previous year to the current year.

• Customer satisfaction survey

DATA CLEANING AND VERIFICATION PROCESS

The data sent is a CSV file with 174 rows and 7 columns consisting of Months, year, sales revenue, cost, countries, customers, customer feedback

DATA CLEANING CHECKLIST	DATA CLEANING PROCESS	WHERE	REASON
Back up and secure raw data	Protect sheet feature	Entire sheets	To access raw data in case I need to refer back to somethings I removed.
Split columns	Text to columns feature	Year and Months	Separated the year and the months.
Spelling errors	Find and replace	Countries and customer names	Arhentina with Argentina AND Karan with Karen
Remove duplicates	Remove duplicate feature	In the entire sheets been worked on	To avoid been bias in the analysis. Only 4 duplicate was removed.
Blank cells	Find and replace feature	Customer feedback	Change all blank cells to No Response in the Customer feedback column.
Sort And Filter	Sort and filter feature	Entire sheets	Used the feature to extract each detail. I need to answer each analysis objective.
Data verification	Manual check all cells in the spreadsheet	Entire sheets been worked on	To ensure the data is valid, consistent, correct and reliable.

DATA MODELING

My focus here is to find out the total revenue and total profits from sales, Compare sales from the previous year to the current year. Customer satisfaction survey analysis. I used the pivot table to extract the columns needed for my analysis, which are Months, year, sales revenue, cost, countries, customers, customer feedback

ANALYSIS PHASE

ANALYSIS CHECKLIST	SOFTWARE	FEATURE	REASON
SumIf	SQL (BigQuery) and Excel (pivot table)	SUMIF	Added the total Sales, Cost to determine the profit
Avg	SQL (BigQuery)	AVG	Calculated the average sales in each year.
CountA	SQL (BigQuery) and Excel (pivot table)	COUNT	Counted the total numbers of customers
Vlookup	Excel	Vlookup	To extract cells that match the extact month I'm working on. Used this feature for the customer satisfaction analysis

DATA VISUALIZATION AND STORYTELLING

I created the dashboard from this analysis using Microsoft excel and tableau for the map.