

Sample of Data before cleaning. We're looking into 1000 people who did or didn't purchase a bike.

ID	Marital Status	Gender	Income	Children	Education	Occupation	Home Owned	Cars	Commute	Age	Purchased
11000	M	M	90000	2	Bachelors	Professional	Yes		0 1-2 Miles	40	Yes
11047	M	F	30000	3	High School	Skilled Manual	No		2 1-2 Miles	56	Yes
11061	M	M	70000	2	Partial College	Skilled Manual	Yes		2 5-10 Miles	52	Yes
11090	S	M	90000	2	Partial College	Professional	Yes		1 2-5 Miles	48	Yes
11116	M	M	70000	5	Partial College	Skilled Manual	Yes		2 5-10 Miles	43	No
11139	S	F	30000	2	Partial College	Clerical	No		2 5-10 Miles	67	No
11143	M	M	40000	0	High School	Skilled Manual	Yes		2 5-10 Miles	29	No
11147	M	M	60000	2	Graduate Degree	Management	Yes		1 0-1 Miles	67	Yes
11149	M	M	40000	2	Bachelors	Management	Yes		2 0-1 Miles	65	No
11165	M	F	60000	0	Partial College	Skilled Manual	No		1 1-2 Miles	33	No
11199	M	F	70000	4	Bachelors	Management	Yes		1 10+ Miles	59	No
11200	M	M	70000	4	Bachelors	Management	Yes		1 1-2 Miles	58	No
11219	M	M	60000	2	High School	Professional	Yes		2 10+ Miles	55	No
11225	M	F	60000	2	Partial College	Professional	Yes		1 10+ Miles	55	No
11233	M	M	70000	4	Partial College	Professional	Yes		2 10+ Miles	53	No
11249	M	F	130000	3	Partial College	Professional	Yes		3 0-1 Miles	51	Yes
11255	M	M	70000	4	Graduate Degree	Management	Yes		2 5-10 Miles	73	No
11259	M	F	100000	4	Partial College	Professional	Yes		4 2-5 Miles	41	Yes
11262	M	F	80000	4	Bachelors	Management	Yes		0 0-1 Miles	42	No
11269	M	M	130000	2	Graduate Degree	Management	Yes		2 0-1 Miles	41	No
11270	M	M	130000	2	Graduate Degree	Management	Yes		3 0-1 Miles	42	Yes
11275	M	F	80000	4	Graduate Degree	Management	Yes		2 0-1 Miles	72	Yes
11287	M	M	70000	5	Partial College	Professional	No		3 5-10 Miles	45	No
11292	S	M	150000	1	Partial College	Professional	No		3 0-1 Miles	44	Yes
11303	S	F	90000	4	High School	Professional	No		3 1-2 Miles	45	Yes
11340	M	F	10000	1	Graduate Degree	Clerical	Yes		0 0-1 Miles	70	Yes
11378	S	F	10000	1	High School	Manual	No		1 2-5 Miles	46	Yes
11381	M	F	20000	2	Partial College	Manual	Yes		1 2-5 Miles	47	Yes
11383	M	F	30000	3	Graduate Degree	Clerical	Yes		0 0-1 Miles	46	No
11386	M	F	30000	3	Bachelors	Clerical	Yes		0 0-1 Miles	45	No
11415	S	M	90000	5	Partial College	Professional	No		2 10+ Miles	62	No
11434	M	M	170000	5	Partial College	Professional	Yes		0 0-1 Miles	55	No
11451	S	M	70000	0	Bachelors	Professional	No		4 10+ Miles	31	Yes
11452	S	M	80000	0	Bachelors	Professional	No		2 10+ Miles	33	Yes

Skills used:

Basic **cleaning techniques** such as replacing values, removing duplicates, formatting data types.

Created age brackets using a **nested IF function**: `=IF(AT29>59,"Old",IF(AT29>=40,"Middle Age",IF(AT29<40,"Young","Invalid")))`

Drop down list to be able to search any ID and get specific information back with a **VLOOKUP** function as shown below.

Utilized **pivot table** to create a simple **dashboard** with filters.

ID	Marital Status	Gender	Income	Children	Education	Occupation	Home Owner	C	Commute Distance	Age	Age Brackets	Purchased Bike
11000	Married	Male	\$90,000	2	Bachelors	Professional	Yes	0	1-2 Miles	40	Middle Age	Yes
11047	Married	Female	\$30,000	3	High School	Skilled Manual	No	2	1-2 Miles	56	Middle Age	Yes
11061	Married	Male	\$70,000	2	Partial Colleg	Skilled Manual	Yes	2	5-10 Miles	52	Middle Age	Yes
11090	Single	Male	\$90,000	2	Partial Colleg	Professional	Yes	1	2-5 Miles	48	Middle Age	Yes
11116	Married	Male	\$70,000	5	Partial Colleg	Skilled Manual	Yes	2	5-10 Miles	43	Middle Age	No
11139	Single	Female	\$30,000	2	Partial Colleg	Clerical	No	2	5-10 Miles	67	Old	No
11143	Married	Male	\$40,000	0	High School	Skilled Manual	Yes	2	5-10 Miles	29	Young	No
11147	Married	Male	\$60,000	2	Graduate Deg	Management	Yes	1	0-1 Miles	67	Old	Yes
11149	Married	Male	\$40,000	2	Bachelors	Management	Yes	2	0-1 Miles	65	Old	No
11165	Married	Female	\$60,000	0	Partial Colleg	Skilled Manual	No	1	1-2 Miles	33	Young	No
11199	Married	Female	\$70,000	4	Bachelors	Management	Yes	1	10 Miles+	59	Middle Age	No
11200	Married	Male	\$70,000	4	Bachelors	Management	Yes	1	1-2 Miles	58	Middle Age	No
11219	Married	Male	\$60,000	2	High School	Professional	Yes	2	10 Miles+	55	Middle Age	No
11225	Married	Female	\$60,000	2	Partial Colleg	Professional	Yes	1	10 Miles+	55	Middle Age	No
11233	Married	Male	\$70,000	4	Partial Colleg	Professional	Yes	2	10 Miles+	53	Middle Age	No
11249	Married	Female	\$130,000	3	Partial Colleg	Professional	Yes	3	0-1 Miles	51	Middle Age	Yes
11255	Married	Male	\$70,000	4	Graduate Deg	Management	Yes	2	5-10 Miles	73	Old	No
11259	Married	Female	\$100,000	4	Partial Colleg	Professional	Yes	4	2-5 Miles	41	Middle Age	Yes
11262	Married	Female	\$80,000	4	Bachelors	Management	Yes	0	0-1 Miles	42	Middle Age	No
11269	Married	Male	\$130,000	2	Graduate Deg	Management	Yes	2	0-1 Miles	41	Middle Age	No
11270	Married	Male	\$130,000	2	Graduate Deg	Management	Yes	3	0-1 Miles	42	Middle Age	Yes
11275	Married	Female	\$80,000	4	Graduate Deg	Management	Yes	2	0-1 Miles	72	Old	Yes
11287	Married	Male	\$70,000	5	Partial Colleg	Professional	No	3	5-10 Miles	45	Middle Age	No
11292	Single	Male	\$150,000	1	Partial Colleg	Professional	No	3	0-1 Miles	44	Middle Age	Yes
11303	Single	Female	\$90,000	4	High School	Professional	No	3	1-2 Miles	45	Middle Age	Yes
11340	Married	Female	\$10,000	1	Graduate Deg	Clerical	Yes	0	0-1 Miles	70	Old	Yes
11378	Single	Female	\$10,000	1	High School	Manual	No	1	2-5 Miles	46	Middle Age	Yes

ID

16007

Occupation Management

Gender Female

Age Old

Income \$90,000

Bike Sales Dashboard

Marital Status

Married

Single

Cars

0

1

2

3

4

Children

0

1

2

3

4

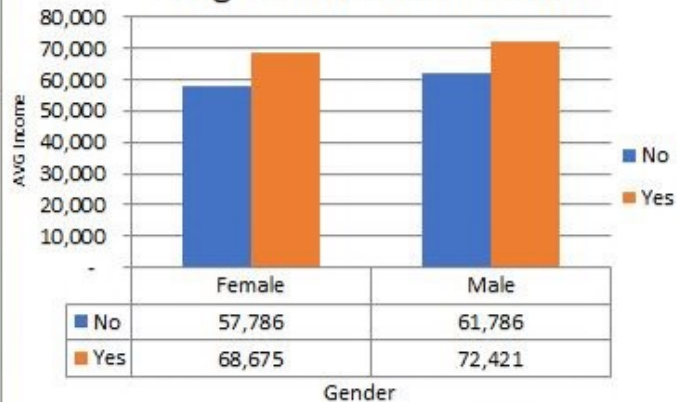
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Gender

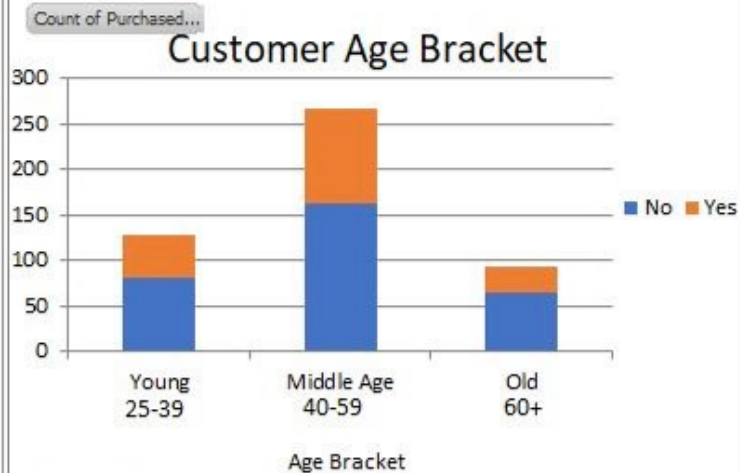
Female

Male

Avg Income Per Purchase



Customer Age Bracket

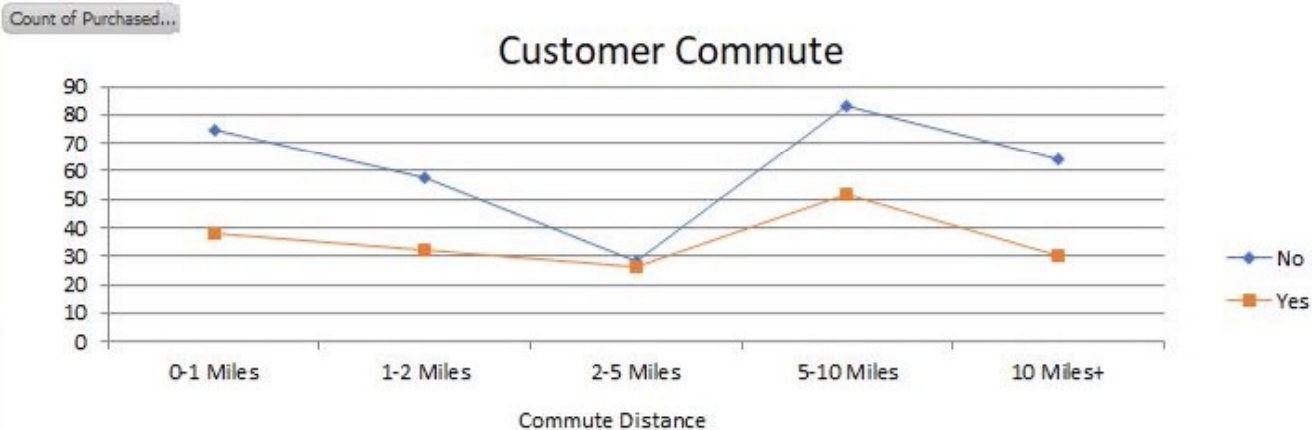


did not purchase: 63%

purchased: 37%

Total: 486

Customer Commute



Only 37% of 486 people with at least 2 cars purchased a bike, for all kinds of commute distances

Bike Sales Dashboard

Marital Status

Married

Single

Cars

0

1

2

3

4

Children

0

1

2

3

4

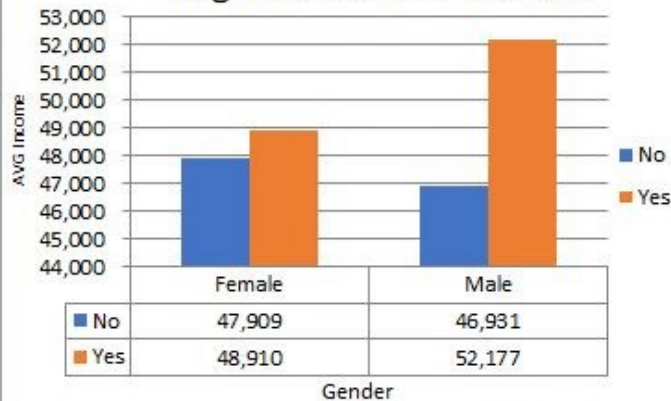
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Gender

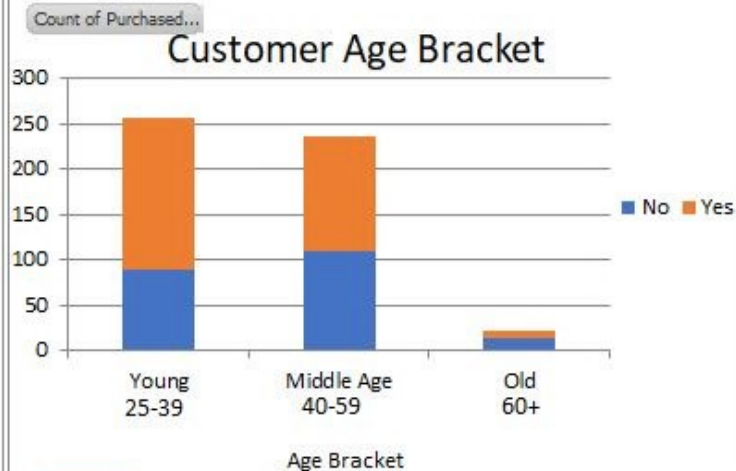
Female

Male

Avg Income Per Purchase



Customer Age Bracket

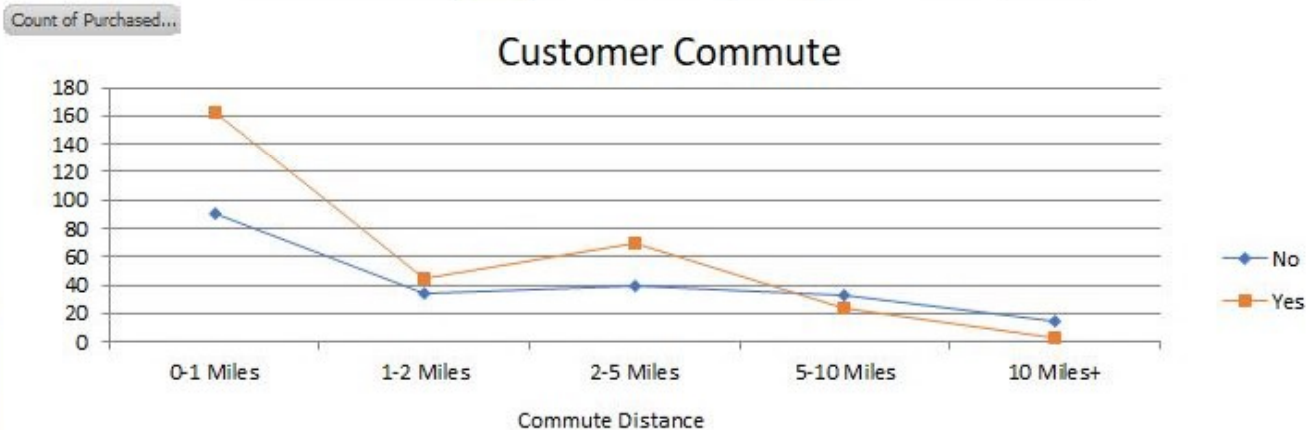


did not purchase: 41%

purchased: 59%

Total: 514

Customer Commute



in comparison to 59% of 514 people with one or no car who purchased a bike, for mostly short distances.