

Project Title

Gold Rate Analysis (2006-2005)

Project Objective:

- To analyze gold price trends from 2006 to 2025
- To clean and organize raw gold rate data using Excel
- To identify year-wise highest, lowest and average gold prices
- To study long-term trends and price fluctuations in gold
- To use Excel formulas and Pivot Tables for effective data analysis
- To create a one-page dashboard to present insights visually
- To understand how gold behaves as a long-term investment.

Dataset Description: The dataset in this project contains daily gold price data from 2006 to 2025. It provides historical information about gold rates over a long period, which helps in analyzing trends and price fluctuations. The data is organized in a tabular format and is suitable for analysis using Microsoft Excel.

Column Description

Column Name	Description
Date	Represents the daily record of gold prices.
Country	Indicates the country where the gold price is recorded in India
State	Shows the state of the price record in Tamil Nadu
Location	Specifies the city of data collection (Chennai)
Pure Gold 24K (1g)	Daily price of 24K Pure gold per gram

1 Savaran 24K (8 grams)	Price of 8 grams of 24K gold
Standard Gold 22K (1g)	Daily price of 22K standard gold per gram
1 Savaran 22K (8 grams)	Price of 8 grams of 22K gold

Cleaning steps:

- Removed blank and duplicate rows
- Corrected inconsistent text and date formats
- Converted gold prices into currency format
- Standardized column names
- Handled missing values using appropriate formulas
- Used Trim and clean function to clean the data and used proper data to standardized the text
- Used filtering, sorting and exploring data to find top 5 and bottom 5 gold rate.

Formula used:

- **VLOOKUP** – to fetch gold prices by date
- **IF,ISBLANK**- to handle missing or incorrect data
- **YEAR(), MONTH()** – to extract year and month
- **AVERAGE,MAX,MIN** – to calculate yearly and monthly trends
- **COUNTIF, SUMIF** – for summary analysis
- **PIVOT TABLES**- to find highest, lowest, average gold price per year, and also compared min and max gold price for both 24K and 22K

Insights Arrived:

- **Descriptive analysis:**
 - Gold prices increased steadily from **2006 to 2025**
 - Recent years show the **highest gold prices** in the dataset.
 - 24K gold prices are consistently higher than 22K gold prices
 - Year-wise highest, lowest, and average prices were identified using Pivot Tables.

- **Diagnostic Analysis:**

- Prices spikes occurred during periods of **economic uncertainty and inflation**
- Increased demand during **festive and wedding season** led to short-term price rises.
- Global market trends and currency fluctuations influenced domestic gold prices.

- **Predictive Analysis:**

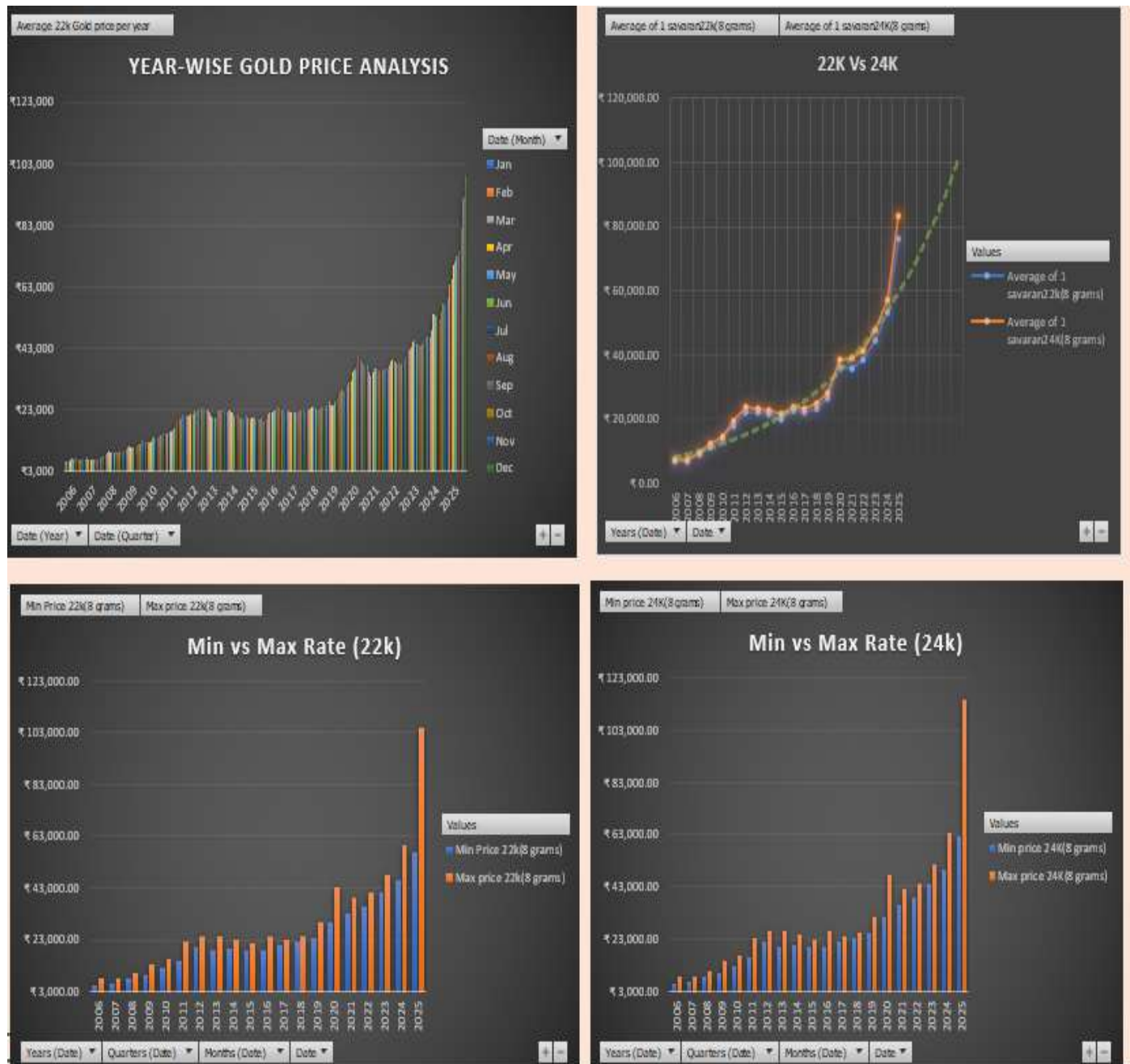
- Based on historical trends, gold prices are expected to **continue rising in the long term.**
- Seasonal patterns suggest price increases during specific months each year
- Short-term fluctuations may occur, but the overall trend remains upward.

- **Prescriptive Analysis:**

- Long-term investors can consider gold as a **safe investment option**
- Buying gold during **price dips** may provide better returns.
- Monitoring seasonal trends can help in **timing gold purchases** effectively
- Data-driven dashboards can support better investment decisions.

GOLD PRICE DASHBOARD:

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Conclusion:

This project studied gold prices from 2006 to 2025. The result show that gold prices mostly increases over time. Gold is a safe for long-term investment.