Project Documentation

Audiobook Sales & Ratings Analysis Using Power BI

1. Project Overview

This project focuses on analyzing an audiobook dataset using Microsoft Excel and Power BI. The objective is to clean the raw data, identify meaningful patterns, and present insights through interactive dashboards that support better understanding of customer behavior, ratings, pricing and category performance.

2. Tools Used

- Microsoft Excel (Data Cleaning & Preprocessing)
- Power BI Desktop (Data Modelling & Visualization)

3. Dataset

- Source: Sample Audiobook Dataset
- Data Contains:
  - Audiobook Title
  - Author
  - Category
  - Price
  - Ratings
  - Reviews
  - Duration
  - Release Year

4. Steps Followed

- Removed blank and duplicate values in Excel.
- Standardized text using Trim and Proper Case.
- Replaced null values with meaningful labels where required.
- Created additional columns for analysis (Rating Group, Price Range).
- Imported cleaned data into Power BI.
- Built interactive dashboard using:
  - Bar Charts
  - Cluttered Column Charts
  - Scatter Plot
  - Slicers and Filters

5. Key Insights

- Audiobooks with ratings between 4.0 – 4.5 have the highest count.
- Certain authors dominate the top-rated audiobook list.
- Mid-priced audiobooks receive higher average ratings than very low or very high-priced ones.
- Most audiobooks fall within medium price range.
- Certain categories show consistently higher customer engagement.
- Price behavior, money value and popularity are highlighted.

6. Files Included

- 'Audible_Uncleaned CSV xlsx' - Cleaned data and basic analysis.
- 'audible cleaned .pbix' - Power BI dashboard
- "a README file' - Project Description.

7. How to Use

- Open 'Audible_Uncleaned CSV xlsx' to view the cleaned data.
- Open 'audible cleaned .pbix' in Power BI Desktop to explore the visuals.