



# DataCamp Live Training: Data Analysis in Excel



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# Session Agenda

- *Introduction*
- Explore and Clean Data
- Q & A
- VLOOKUP()
- Q & A
- Analyze Data
- Q & A
- Recap/Closing Notes
- Next Steps

# Introduction

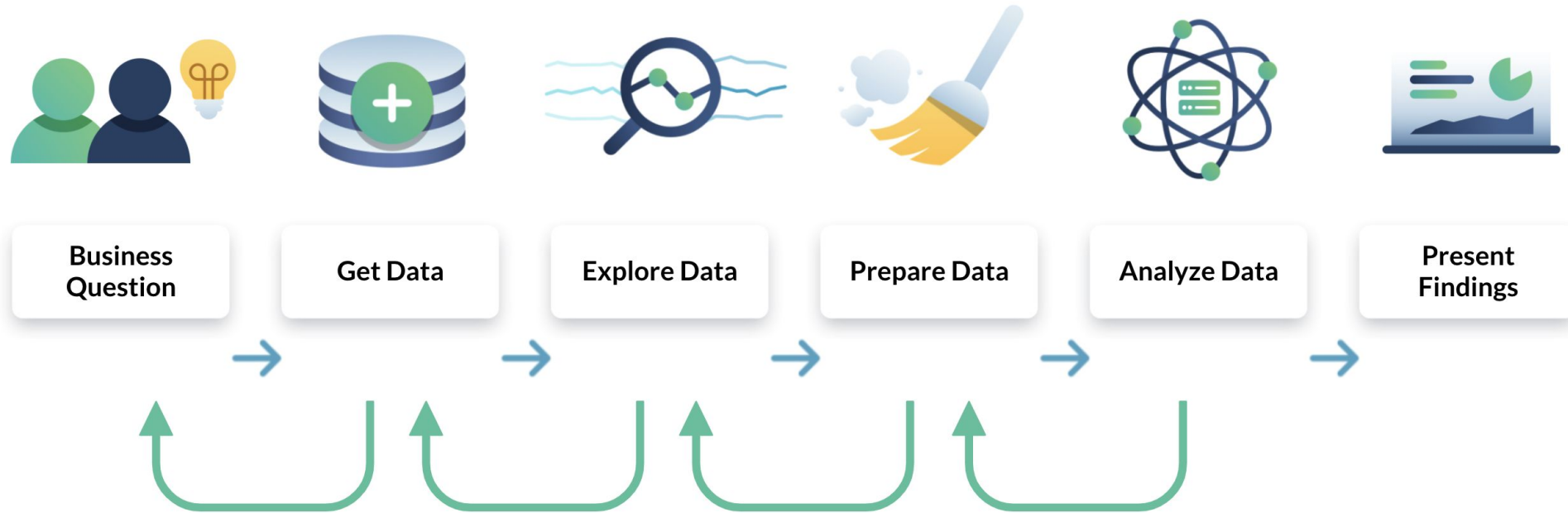
Excel is one of the most widely-used and versatile spreadsheets tool. You can use it for:

- Storing, organizing, and manipulating data
- Analyzing data for business insights
- Visualizing data for easy reporting



Excel

# Data Analysis Process



## Business Problem

Spotify is a music playing platform used by millions of users on a daily basis.

How can we use past Spotify data (songs and artists) to decide where we spend our marketing budget?

Let's look at the data by music characteristics and by artist to find the top five marketing targets.



### Songs Table:

- **title:** song title
- **artist:** song artist
- **top genre:** song genre
- **year:** song's year in the Billboard
- **bpm:** beats per minute (tempo)
- **nrngy:** energy
- **dnce:** danceability
- **dur:** duration in seconds
- **pop:** popularity

### Artists Table:

- **artist:** artist name
- **followers:** # of followers on spotify
- **num\_albums:** # of albums
- **year\_first\_album:** year of first album
- **gender:** gender of solo artists
- **group\_solo:** artist is group or solo

# Dataset Overview

We will use two tables of Spotify data.

- Top 50 songs per year (2010-2019)
- Artist information

Make a copy of the raw data **BEFORE** you begin editing!

Human errors vs computer errors

Save **CSV** files as **XLSX** files

Make data into **Data Tables**

Data Types used

# Tips for Cleaning Data

To get started with a new dataset, keep these things in mind.



# Recap and Closing Notes

# What Did We Learn Today?

## **Setting up your workbook for success**

Best practices for clean and preparing data

## **Add data from a different table**

How to use VLOOKUP()

## **Basic analysis in Excel**

Using common functions to find insights.

## Functions Used

COUNTA()

VLOOKUP()

AVERAGE()

MEDIAN()

MIN()

MAX()

UNIQUE()

SORT()

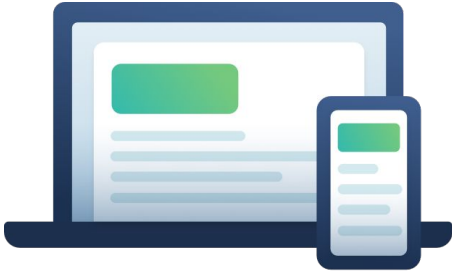
COUNTIF()

AVERAGEIF()

## Resources Articles

- [MS Excel online help](#)
- [Excel keyboard shortcuts](#)
- [F4 to Toggle Absolute References](#)
- [Xlookup\(\) explanation](#)

# Additional Resources



# Coming Soon!



Don't miss these upcoming webinars and live training sessions!

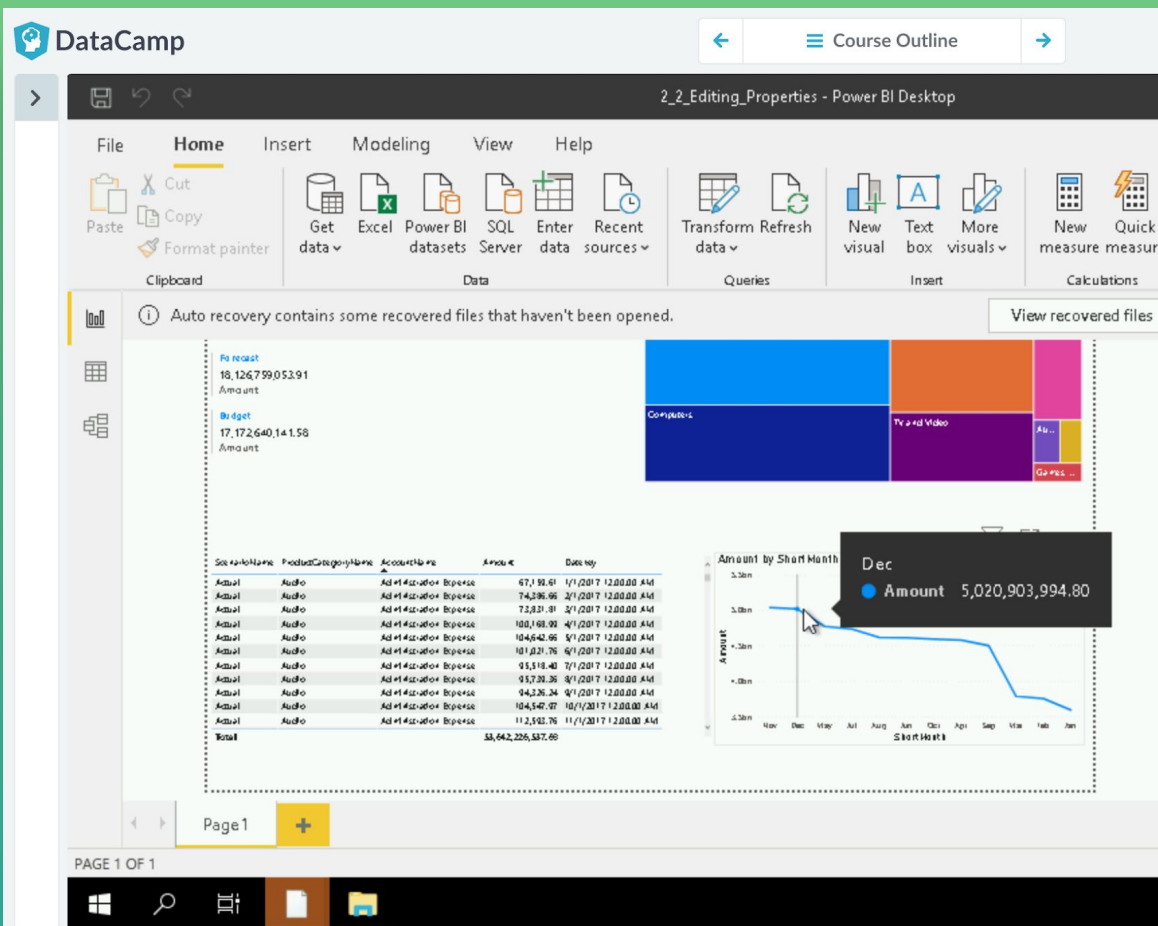
<https://www.datacamp.com/discover/webinars>

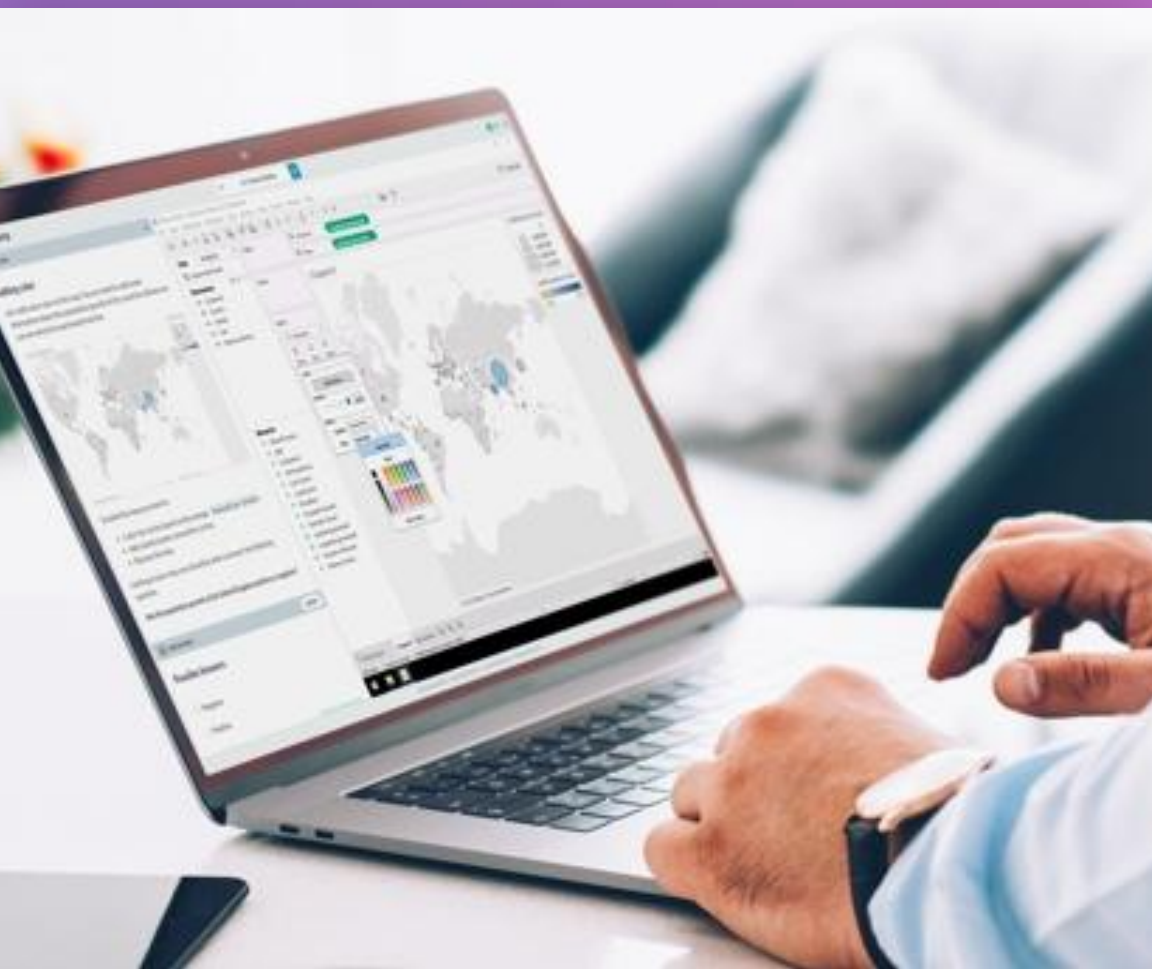
There are at least 2 planned per week in June!

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Unlock more value from your Microsoft plan. This interactive course empowers everyone with a 360-degree overview of how to analyze data and build impactful reports.





NEW COURSE

# Introduction to Tableau

Learn how to navigate, analyze, and build awesome dashboards that bring your data to life—all within your browser.

# Thank you

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