**Data Cleaning Documentation:**

1. Merging and Location Field Update

* Added the *Location* field from Dataset1-Brightspace to Dataset1-Modified.
* Used *gross\_cost* from both datasets as a matching reference:
* Sorted *gross\_cost* in both datasets.
* Copied matched rows into a new worksheet.
* Implemented conditional checks to validate that gross\_cost values aligned row-by-row.
* Renamed the *Location* field to *City* for consistency.

1. Data Filtering

* Filtered and removed rows where *gross\_cost* was marked as N/A.
* Renamed ‘Tri-Cities, Tennessee-Virginia’ to ‘Tennessee’ due to lack of data for the Tennessee region.
* Removed rows with zero clicks but non-zero conversions.

1. Column Splitting

* Used Text to Columns to split the *creative\_size.userid* field into two separate columns:
  + Creative\_size
  + user.id

1. Data Standardization

* Applied the TRIM function in Excel to the newly split *user.id* column to remove leading and trailing spaces.
* Designated user.id as the primary key for both Dataset 1 and Dataset 2 to enable consistent merging and reference.

1. Character Cleaning

* Used Find & Select to replace all special characters:
* Replaced all occurrences of accented characters (e.g., Â) and guillemets (») with appropriate standard characters.
* Replaced '> ' (with space) with '>' to maintain delimiter consistency.

1. Audience Segment Parsing

* Used Text to Columns with '>' as the delimiter to split audience\_segment into multiple distinct columns for better segmentation analysis.

1. Missing Value Handling

* Encapsulated all calculation formulas with IFERROR to mitigate DIV errors