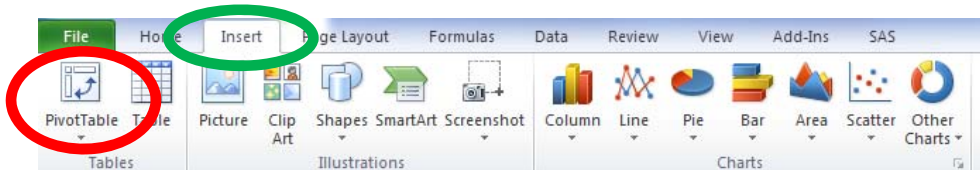
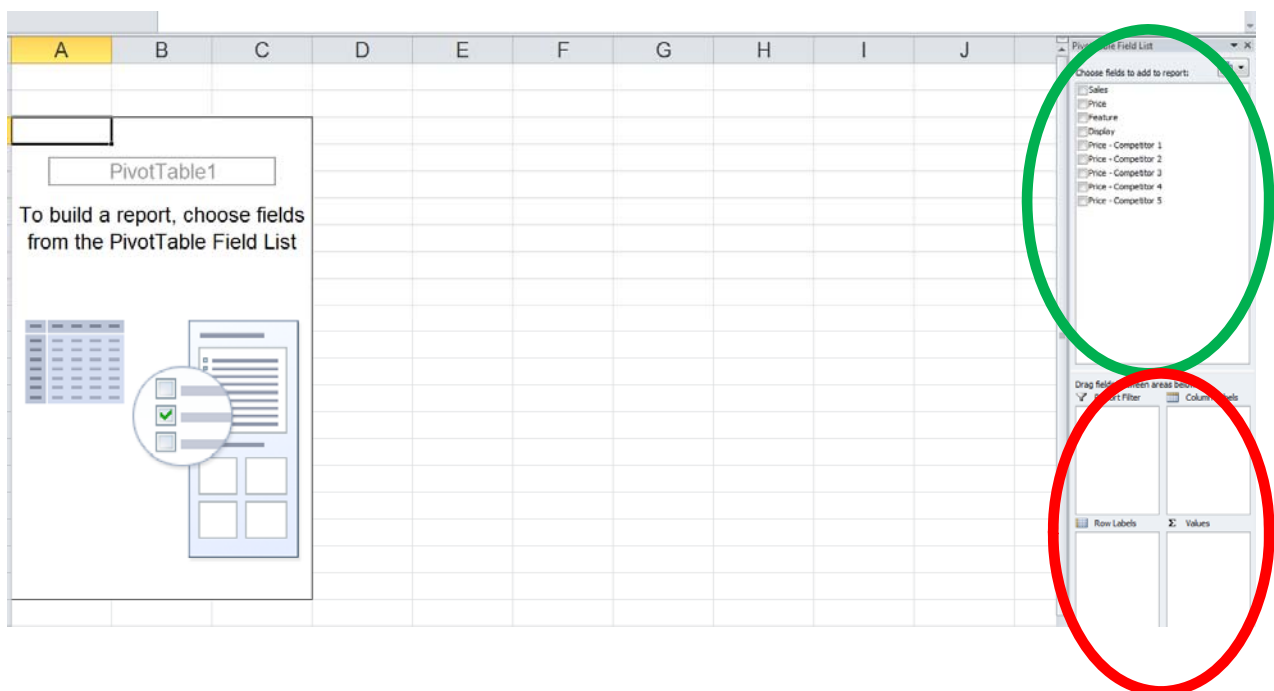


## Content Block 1: Conducting Exploratory Analysis

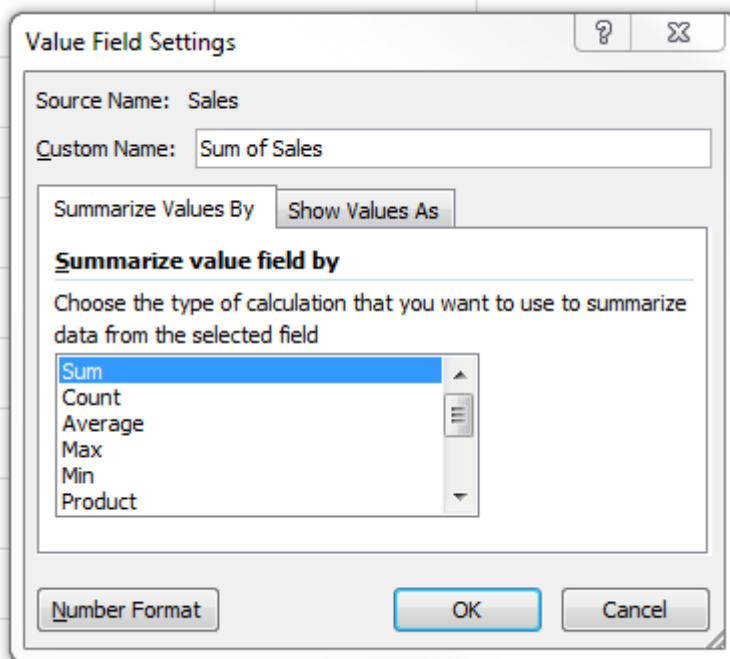
To begin, let's examine how sales vary based on the feature and display variables. As these are both categorical variables with two levels (yes=1 and no=0), we can use a PivotTable to quickly examine the relationship. Highlight the dataset on the "CPG data" worksheet, from cell A1 to cell I4369. Click on the Insert ribbon (see the green circle below) and click on PivotTable (see the red circle below):



Confirm the selection of the cell range and click OK to create the PivotTable. This will create a new worksheet on which we can build the PivotTable. The PivotTable Field list appears in the upper-right corner (green circle). Different variables can be clicked and dragged to the areas listed in the lower-right corner (red circle) to build the PivotTable.




To begin, click and drag the "Sales" variable into the "Values" area in the lower-right quadrant. This will display "Sum of Sales" and calculate the total sales in the data (363,708). Our interest is not in the total sales, but in the average sales for a given observation in the data. In the "Values" area, click on the downward facing arrow and select "Value Field Settings." This will bring up the different options for displaying values:




Select “Average” from the list and click OK. This will change the value reported in cell A4 to reflect the average unit sales for an observation in the data.

As a first pass, we are interested in how sales vary with feature and display, which results in 4 combinations: (1) no feature, no display, (2) no feature, yes display, (3) yes feature, no display, and (4) yes feature, yes display. Click and drag “Feature” from the Field List to the “Row Labels” area, and “Display” to the “Column Labels” area. The area for building the PivotTable should appear as below:

Drag fields between areas below:




Report Filter




Column Labels

Display ▼



Row Labels

Feature ▼



Values

Average of S... ▼

The combination of a 0 value for the row label and column label reflects the scenario in which there is no feature and no display.