**Excel (Data Cleaning Tasks):**

1. Clean and convert Discount\_Applied to numeric format.
2. Replace inconsistent Return\_Status values with standard "Yes" or "No".
3. Handle missing or 0 values in Customer\_Age and Quantity.
4. Fix mixed date formats in Purchase\_Date.

**Power BI (Analysis Tasks):**

1. **Create new columns:**
   * Net\_Sale = Purchase\_Amount - Discount
   * Age\_Group = Youth / Adult / Senior
2. **Visualizations:**
   * Sales by Store\_Type and Product\_Category
   * Customer satisfaction by Store\_Location
   * Return rates by Product\_Category
   * Payment Method vs Purchase Amount
3. **KPI Cards:**
   * Average Satisfaction
   * Total Net Sales
   * Return Rate %