

# The importance of clean data entry

MARKETING ANALYTICS IN SPREADSHEETS



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# Campaign performance spreadsheet

- Entry Date (*Date*)
- Source (*String*)
- Campaign Name (*String*)
- Impressions (*Integer*)
- Clicks (*Integer*)
- Click-Through Rate (CTR) (*Percent*)

<sup>1</sup> <https://support.google.com/>

# The data problem

Entry Date	Source	Campaign Name	Impressions	Clicks	CTR
2019-01-07	Google	DataCamp Brand	249	29	11.65%
2018-17-12	Facebook	DataCamp Branded	270	33	12.22%
2019-01-07	Google	R users	140	34	24.29%
2018-17-12	Facebook	R users	165	17	10.30%
2019-01-07	Google	Python Users	27	414	6.52%
2018-17-12	Facebook	Python Users	325	26	8.00%

# The data problem

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2018-17-12	Facebook	Python Users	325	26	8.00%

# The solution: data validation

## Validation message

- Appears for valid cells
- Provides more criteria
- Optional in data Validation settings

## Invalid message

- Appears in flagged cells
- Explains why the cell is flagged

Entry Date	Source	Campa
2019-01-07	Google	DataCar
2018-17-12	Invalid: Input must be a valid date	
2019-01-07		
2018-17-12	Facebook	R users
2019-01-07	Google	Python L
2018-17-12	Facebook	Python L

# Let's get to work!

MARKETING ANALYTICS IN SPREADSHEETS

# Create dropdowns from lists

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# Find the issue

Campaign Name	Ad Group	Impressions	Clicks
DataCamp Brand	Data Science	249	29
DataCamp Brand	Data Analyst	270	33
R Users	Data Science	140	34
R users	Data Analyst	165	17



# Find the issue

Campaign Name	Ad Group	Impressions	Clicks
DataCamp Brand	Data Science	249	29
DataCamp Brand	Data Analyst	270	33
R Users	Data Science	140	34
R users	Data Analyst	165	17

- R Users campaign will not aggregate correctly

# Data validations: dropdowns

## Two types of dropdown validations

1. List from a range
  - Options generated from a selected range
  - Better for larger and/or often modified lists
2. List of items
  - List entered manually in settings
  - Better for a short list

# Dropdown: list from a range settings

## Data validation

Cell range:

N7



Criteria:

List from a range ▾

e.g., Sheet1!A2:D



Select data range



Show dropdown list in cell

On invalid data:



Show warning



Reject input

Appearance:



Show validation help text:

Cancel

Remove validation

Save

Item 1

Item 2

Item 2


Item 3

# Dropdown: list of items settings

Data validation


×

Cell range:

'Sheet 1'!H5:H10 

Criteria:

List of items ▾

Item 1, Item 2, Item 3 

☐ Show dropdown list in cell

On invalid data:

☒ Show warning ☐ Reject input

Appearance:

☐ Show validation help text:

Cancel

Remove validation

Save

# Dropdown: usage

Campaign Name	Ad Group	Impressions	Clicks
DataCamp Brand ▼	Data Science	249	29
DataCamp Brand ▼	Data Analyst	270	33
R Users ▼	Data Science	140	34
▼	Data Analyst	165	17
▼			
▼			
▼			

# Dropdown: bad data entry

Campaign Name	Ad Group	Impressions	Clicks
DataCamp Brand ▼	Data Science	249	29
DataCamp Brand ▼	Data Analyst	270	33
R Users ▼	Data Science	140	34
▼	Data Analyst	165	17
▼			
▼			
▼			

# Let's get to work!

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# Validations using cell criteria and checkboxes

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# Data validation for common mistakes

Source	Campaign Name	Landing Page	Email
Google	DataCamp Brand	<a href="https://datacamp.com/courses/">datacamp.com/courses/</a>	google@datacamp.com
Facebook	DataCamp Brand	<a href="https://datacamp.com/courses/">datacamp.com/courses/</a>	fb@datacamp.com
Google	R users	<a href="https://datacamp.com/courses/tech:r">datacamp.com/courses/tech:r</a>	google@datacamp.com
Facebook	R users	<a href="https://datacamp.com/courses/tech:r">datacamp.com/courses/tech:r</a>	fb@datacamp.com
Google	Python Users	<a href="https://datacamp.com/courses/tech:python">datacamp.com/courses/tech:python</a>	google@datacamp.com
Facebook	Python Users	<a href="https://datacamp.com/courses/tech:python">datacamp.com/courses/tech:python</a>	fb@datacamp.com

# Data validation for common mistakes

Source	Campaign Name	Landing Page	Email
Google	DataCamp Brand	<a href="https://datacamp.com/courses/">datacamp.com/courses/</a>	google@datacamp.com
Facebook	DataCamp Brand	<a href="https://datacamp.com/courses/">datacamp.com/courses/</a>	fb@datacamp.com
Google	R users	<a href="https://datacamp.com/courses/tech:r">datacamp.com/courses/tech:r</a>	google@datacamp.com
Facebook	R users	<a href="https://datacamp.com/courses/tech:r">datacamp.com/courses/tech:r</a>	fb@datacamp.com
Google	Python Users	<a href="https://datacamp.com/courses/tech:python">datacamp.com/courses/tech:python</a>	google@datacamp.com
Facebook	Python Users	<a href="https://datacamp.com/courses/tech:python">datacamp.com/courses/tech:python</a>	fb@datacamp.com

# Data validation for common mistakes


Source	Campaign Name	Landing Page	Email
Google	DataCamp Brand	<a href="https://datacamp.com/courses/">datacamp.com/courses/</a>	google@datacamp.com
Facebook	DataCamp Brand	<a href="https://datacamp.com/courses/">datacamp.com/courses/</a>	fb@datacamp.com
Google	R users	<a href="https://datacamp.com/courses/tech:r">datacamp.com/courses/tech:r</a>	google@datacamp.com
Facebook	R users	<a href="https://datacamp.com/courses/tech:r">datacamp.com/courses/tech:r</a>	fb@datacamp.com
Google	Python Users	<a href="https://datacamp.com/courses/tech:python">datacamp.com/courses/tech:python</a>	google@datacamp.com
Facebook	Python Users	<a href="https://datacamp.com/courses/tech:python">datacamp.com/courses/tech:python</a>	fb@datacamp.com



# Text validation: URL and email validity

## URL validity

- Criteria: 'is valid url'
- Flagged if URL structure is invalid

### Data validation

Cell range:  

Criteria:    

☒ Show dropdown list in cell

On invalid data: ☒ Show warning ☐ Reject input

Appearance: ☐ Show validation help text:

# Text validation: URL and email validity

## *URL validity*

- *Criteria: 'is valid url'*
- *Flagged if URL structure is invalid*

## Email validity

- Criteria: 'is valid email'
- Flagged if email address is invalid

### Data validation

Cell range:

B1:B10



Criteria:

List from a range



e.g., Sheet1!A2:D



Show dropdown list in cell

On invalid data:



Show warning



Reject input

Appearance:

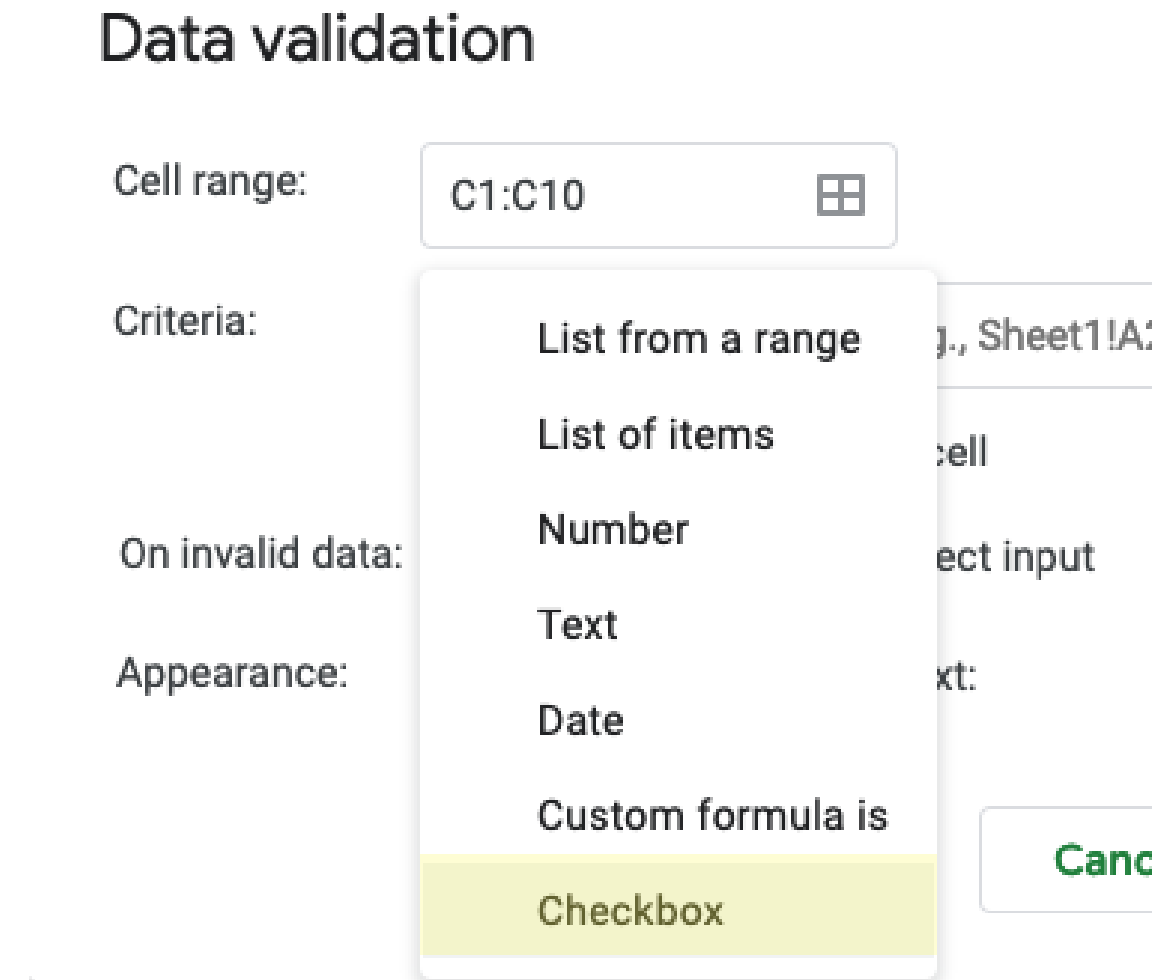


Show validation help text:

# Data validation: checkboxes

## Checkbox

- Adds interactive checkboxes to cells
- Great for cells with binary values



# Data validation: checkboxes

## Checkbox

- Adds interactive checkboxes to cells
- Great for cells with binary values
- Cell value based on checkbox status
- Custom cell values for checked and unchecked boxes

Source	Campaign Name	Active
Google	DataCamp Brand	<input checked="" type="checkbox"/>
Facebook	DataCamp Brand	<input type="checkbox"/>
Google	R users	<input type="checkbox"/>
Facebook	R users	<input type="checkbox"/>
Google	Python Users	<input type="checkbox"/>
Facebook	Python Users	<input type="checkbox"/>

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