

How I used Chat-GPT to help me make my first Excel Data Analysis Project!

by Ankit Jadli

I turned to Chat-GPT to grasp the **potential requirements** from a client who is a store owner and has shared their store dataset. It offered prompts such as:




ChatGPT

"A client who manages a store might request the following requirements from a data analyst:

- Visualize sales and orders comparison in a single chart.
- Determine the month with the highest sales and orders.
- Analyze the gender breakdown of purchases in 2024.
- List the various order statuses observed in 2024.
- Identify the top contributing states to the sales.
- Investigate which shopping medium yields the highest sales, and more."





I scoured the internet and came across a dataset that seemed to tick the right boxes (*thanks to Rishabh Mishra*).

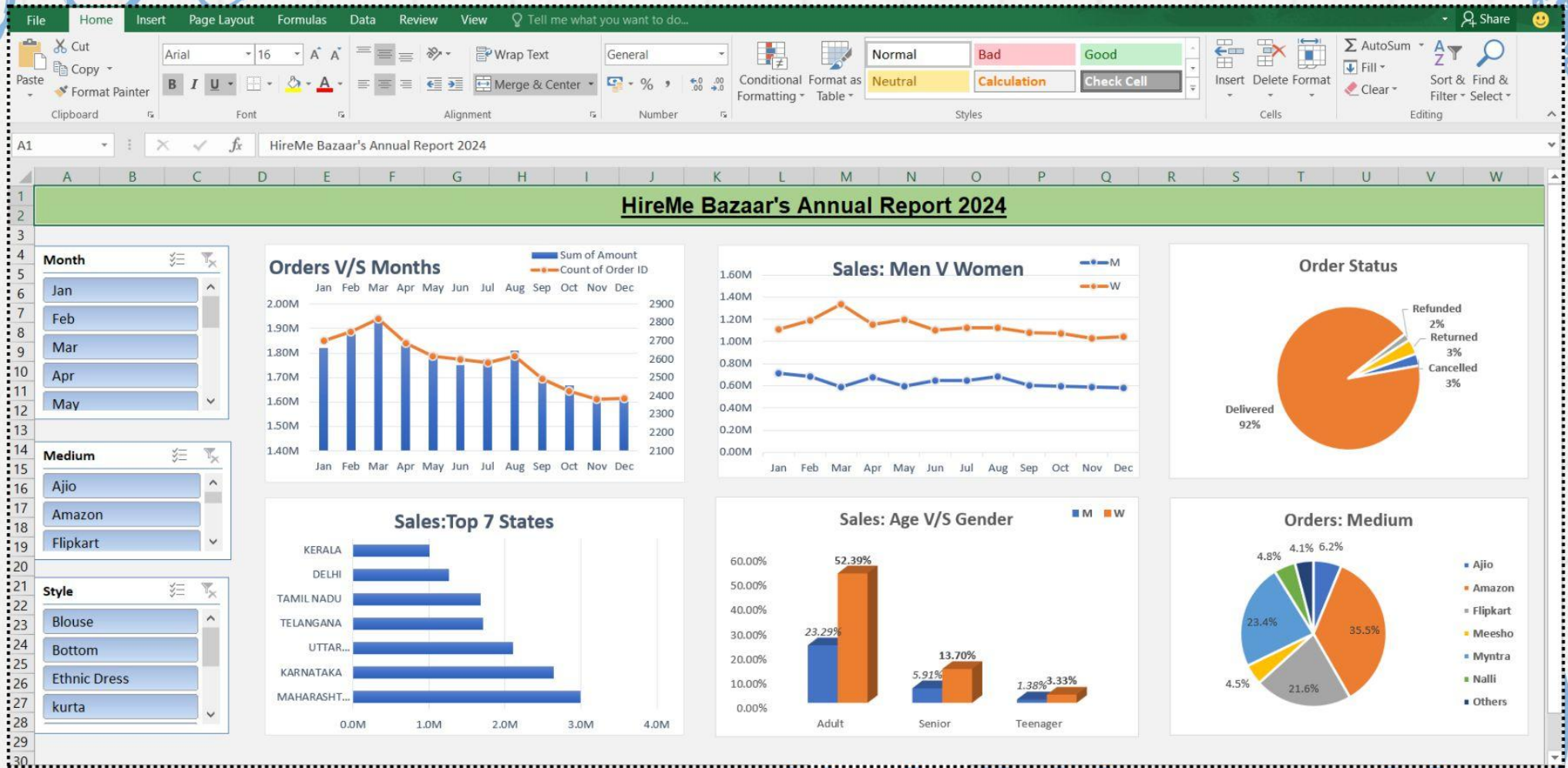
From there, I got down to business, starting with cleaning up the data by fixing incorrect, corrupted, incorrectly formatted, and duplicate values within the dataset.

Once that was done, I analyzed it thoroughly by adding several new columns for a deeper analysis of the data and applying functions and formulas where needed, before processing it to ensure it was ready for visualization with the help of pivot tables, pivot charts and slicers.

My **main goal** was to present the solutions to the requirements in a clear and easily understandable manner.



THE RESULT:



The Insights we get from the data:

- **Women** tend to make more purchases than men (no surprise there)
- **Maharashtra, Karnataka, and Uttar Pradesh** rank as the top three states, with Telangana following closely.
- The **adult** age group (20-49 years) contributes the most to sales.
- **Amazon, Myntra, and Flipkart** stand out as the largest channel mediums for shopping.
- So in order to boost sales– Target female customers aged 20-49 residing in Maharashtra, Karnataka, and Uttar Pradesh with tailored ads, offers, and coupons accessible on Amazon, Flipkart, and Myntra.