

Mastering Excel Essentials

"From Ctrl+C to Data MVP"

welcome

- Data Wonder Woman by day at HSBC
- Passionate educator, mentor, writer, painter and author by night
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14.12.2024

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Agenda



The Power of Data: Why data matters in business decision-making.



Data Cleaning Essentials: Techniques to clean and prepare raw data.



Master VLOOKUP & HLOOKUP:
Retrieve and match data like a pro.



Pivot Tables Made Simple: Summarize, analyze, and visualize data quickly.

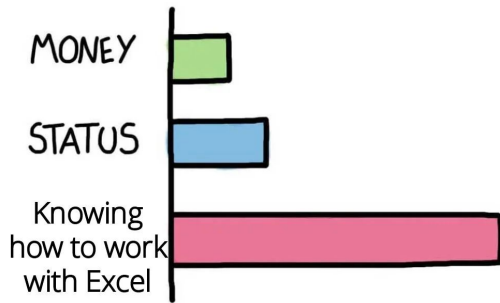


Quiz: Test your knowledge with a fun, interactive quiz!



Case Study Challenge: Hands-on experience with real-world business data.

WHAT GIVES PEOPLE FEELINGS OF POWER





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@iamnotanartist


Power of Data


Why Does Data Matter in Business?

 **Turns Raw Data into Insights:** Identify trends, best-sellers, and customer preferences.
Example: Retailers track top-selling products to optimize inventory.

 **Tracks Key Business Metrics:** Sales, Profit, Growth Rate, Customer Retention, etc.
Why it matters: Helps measure success and spot areas for improvement.



 **Enables Data-Driven Decisions:** Make smart, informed choices, not guesses.
Example: Use sales trends to decide on new product launches.

 **Reveals Patterns & Trends:** Spot consumer behavior and business cycles.
Example: Analyze website traffic to boost engagement and sales.

 **Gives a Competitive Edge:** Stay ahead of the game with predictive insights.
Example: Netflix's personalized recommendations increase user retention.

Data Cleaning Essentials

Why Clean Data?

Messy data = Wrong insights 
Clean data = Accurate decisions 

Key Techniques for Data Cleaning



Remove Duplicates: Eliminate repeated entries to avoid double counting.

Example: Two identical customer orders listed twice = inflated sales figures.



Trim Extra Spaces: Remove unwanted spaces in text entries.

Example: " John" vs "John" — They may look the same but aren't!



Standardize Text Formats: Fix inconsistent capitalization, spelling, or abbreviations.

Example: "NY", "New York", and "ny" should all be **New York**.



Handle Missing Data: Fill blanks with averages, "N/A," or remove them if needed.

Example: Missing sales data for a day? Use the average to fill it in.



Separate & Merge Columns: Split first and last names or combine "City, State" into one.

Example: Split "John Doe" into "John" and "Doe" for better sorting.

Master VLOOKUP and HLOOKUP

What are VLOOKUP & HLOOKUP?

Think of them as "Search Engines for Your Spreadsheets!" 🧐

VLOOKUP (Vertical Lookup): Looks **down a column** to find your answer.

HLOOKUP (Horizontal Lookup): Looks **across a row** to find your answer.

When to Use VLOOKUP & HLOOKUP?

Scenario	Use VLOOKUP?	Use HLOOKUP?
Find product price	✅ Yes (searches down a price list)	❌ No
Lookup exam grades	❌ No	✅ Yes (row of grades per subject)

Let's do some hands-on!


Pivot Tables Made Simpler.


How Do Pivot Tables Work?


Steps to Create a Pivot Table


- 1 **Select Your Data:** Highlight the range of data (like A1:D100).
- 2 **Insert Pivot Table:** Click **Insert** → **Pivot Table**.
- 3 **Drag & Drop Fields:** Add columns to **Rows**, **Columns**, **Values**, and **Filters**.
- 4 **Customize:** Summarize by **Count**, **Sum**, **Average**, etc.

Pro Tips for Pivot Tables

 **Use "Slicers":** Add filters for easy, interactive data analysis.

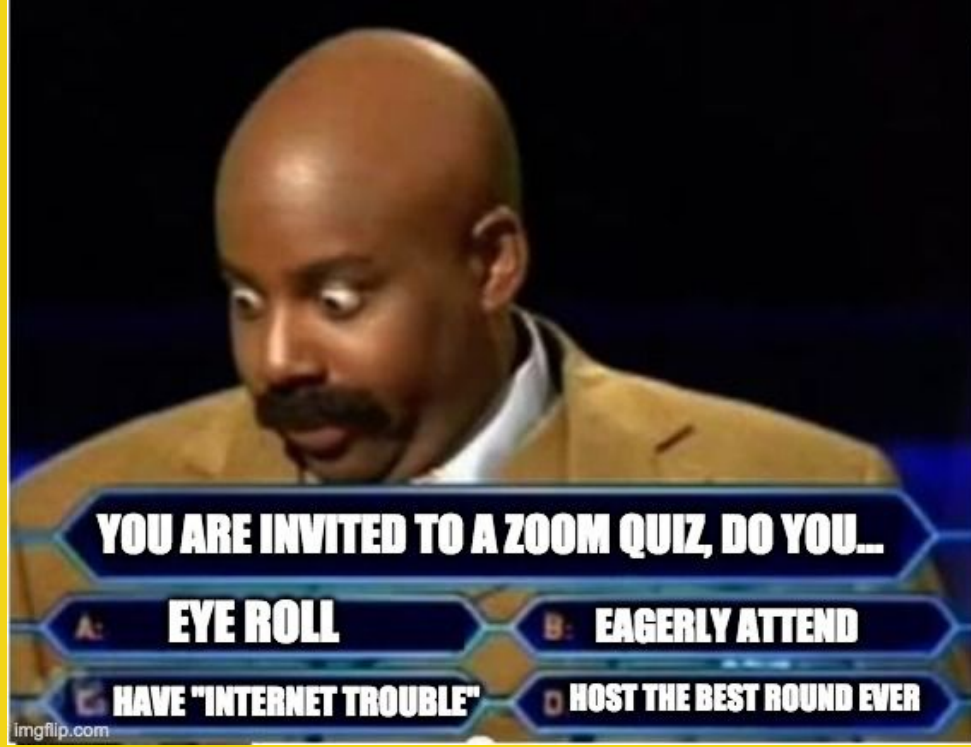
 **Group by Dates:** Summarize sales by week, month, or year.

 **Summarize Smartly:** Choose from **Sum**, **Count**, **Average**, **Max**, **Min**, etc.

 **Refresh Data:** If your data changes, hit **Refresh** to update the Pivot Table.

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QUIZ!



Case Study Challenge!

Turbo Pizza Pvt Ltd

Theme: Run "Turbo Pizza" — a fictional pizza delivery service. You get to be its CEO's!

Scenario:

- You're the CEO.
- The CFO hands you an Excel file with customer orders for the past year.
- Your goal is to:
 1. **Clean the Data** (fix order details, remove duplicates, standardize customer names).
 2. **Track Key Metrics** (find total sales, calculate profit per pizza, track growth month-over-month).
 3. **Use VLOOKUP** to match pizza types to their prices.
 4. **Create a Pivot Table** to find:
 - Top 5 best-selling pizzas
 - Which region orders the most pizzas

A pizza is a pie chart of itself that updates in real time

- ☐ Ate
-  Gonna eat



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