**Amazon Product Data Analysis – Excel Project**

**Project Overview**

This project focuses on analyzing Amazon product data using Excel tools like Power Query Editor, Pivot Tables, and Dashboarding. The goal was to clean, analyze, and visualize key insights from customer reviews, product ratings, and pricing data.

**Tools Used**

* Excel Power Query Editor
* Pivot Tables
* Excel Formulas (IF, COUNTIF, SUM, AVERAGE)
* Charts & Shapes
* Dashboard Design Tools (Colors, Images, Formatting)

**Step 1: Data Cleaning**

* Used Power Query Editor to clean raw data
* Replaced errors and null values
* Removed irrelevant rows/columns
* Used Text to Columns to split long category strings into subcategories
* Renamed column headers for clarity and readability
* Converted data types to appropriate formats (e.g., numbers, dates)
* Standardized the currency format for price-related columns

**Step 2: Data Analysis**

* Used Pivot Tables to group and summarize data by:
* Product category
* Ratings
* Discount percentage
* Price
* Applied Excel formulas:
* IF() to flag conditions (e.g., high-rated products).
* COUNTIF() and SUM() to count and aggregate metrics.
* AVERAGE() for mean rating and pricing.
* Percentage calculations for discount and performance insights.

**Kultra Mega Stores Inventory**

**Project Overview**

This project focuses on Kultra Mega Stores inventory using SQL to analyse the Excel file containing order data from 2009 to 2012 to present an insights and findings.

**Tools Used**

SQL queries.