The International Breweries’ Board of directors are considering expansion to the EU Area and interested in learning a few lessons from their respective brand’s performance in Africa. To meet these needs, your team lead who happens to be the Company’s Senior Data Analyst mailed a dataset to you to analyse to assist the board of directors in making their decision. He emphasised that the data has the following issues; duplicate data, missing values, spelling errors, computational errors among others. You are required to;

1. Carefully clean this data, derive meaningful insights using relevant MS Excel Tools
2. Use different PowerBI capabilities to show the following;
3. Regional sales distribution
4. Trends and Patterns in sales performance across the selected countries
5. Brands performance (Sales and Profit) by country and Year
6. What can be learnt from price-sales relationship over the years for the respective countries
7. What can be learnt from quantity- cost relationship over the years for the respective brands