Basic to Intermediate – Task 3

Problem statement: Amazon wants to enter the specialised engineering and technical books for education. It has identified a target market based on the data provided (Attached)

1. Create a new column “S.No.” and fill a series of numbers in a column from 1 to 1000.
2. Calculate the average Daily Time Spent on Site for all the data in the dataset.
3. Calculate the median Age of the individuals in the dataset.
4. What is the maximum value in the Area Income column?
5. Find the minimum value in the Daily Internet Usage column.
6. Create a new column named "Total Daily Usage" which is the product of Daily Time Spent on Site and Daily Internet Usage.
7. Sort the data in ascending order based on the "Age" column. Then sort the data in descending order based on the "Area Income" column.
8. Split the column ”Timestamp” into Date and Time columns.
9. Filter the dataset to show only the rows where "Male" is marked as "Yes."
10. Filter the dataset to show only the rows where "Clicked on Ad" is marked as "Yes."
11. Create a pivot table to show the average Daily Time Spent on Site for each city.
12. Add a pivot chart to visualize the total Daily Internet Usage for each city.
13. Calculate the percentage of individuals who clicked on the ad.
14. Use the VLOOKUP function to find the country for a given city – “Guadeloupe”.
15. Use the IF function to create a new column that categorizes age groups as "Young," "Middle-aged," or "Senior."
16. Use the SUMIF function to calculate the total Daily Time Spent on Site for individuals who clicked on the ad.
17. Create a bar chart to visualize the distribution of Age groups.
18. Use VLOOKUP to find the "Ad Topic Line" for a specific timestamp ” 24/02/2016 7:08:11 PM”.
19. Calculate the average Area Income for individuals who are "Male" and clicked on the ad.
20. Calculate the maximum Daily Internet Usage for individuals in the "Young" age group.
21. Create a scatter plot to visualize the relationship between Daily Time Spent on Site and Daily Internet Usage.
22. Apply conditional formatting to highlight the rows where Daily Internet Usage is above the average.

23. Retrieve the "Area Income" for the entry with the highest "Daily Internet Usage" using INDEX and MATCH.
24. Use the CONCATENATE function to combine the "City" and "Country" columns into one.
25. Calculate the total Daily Time Spent on Site for individuals from "Bosnia and Herzegovina" country.
26. Use the MATCH function to find the position of a 24/02/2016 7:08:11 PM timestamp in the dataset.
27. Calculate the total number of individuals who clicked on the ad for each city.
28. Use the AVERAGEIFS function to find the average Age for individuals who clicked on the ad in a Catherinefort city.
29. Create a column chart to visualize the number of individuals who clicked on the ad in each city.
30. Apply conditional formatting to highlight the rows where "Clicked on Ad" is marked as "Yes."
31. Create a rule to format cells with a red font color if the age is above 30.
32. Calculate the standard deviation of the Daily Time Spent on Site.
33. Use the INDEX and MATCH functions to retrieve the "Ad Topic Line" for the individual with the highest Area Income.
34. Create a pie chart to represent the distribution of "Male" and "Female" individuals in the dataset.
35. Format the "Area Income" column to display values with two decimal places.
36. Implement data validation to ensure that the "Age" column only contains values between 18 and 65.
37. Find the most common age group among users who clicked on the ad. Also, Calculate the percentage of individuals who clicked on the ad in the Senior age group.
38. Create a pivot table to show the total count of clicked ads by city.
39. Create a drop-down list for the "Country" column to select from a predefined list of countries and display the average Daily Time Spent on Site.
40. Calculate the click-through rate (CTR) for the ads, given the total clicks and the number of rows.