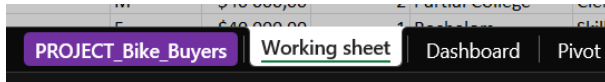
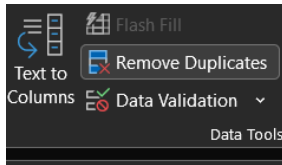


EXCEL DATA CLEANING AND VISUALIZATING PROJECT

1. With the **dataset** we acquire we firstly create separate sheet we'll work on (can be for dashboards and pivot tables as well if needed), so we don't lose the raw data we have from the beginning.



2. And then we start with the cleaning – duplicates firstly.



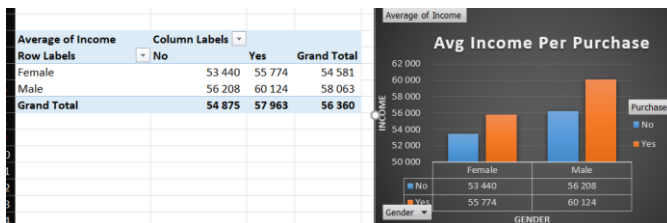
3. We want this dashboard to be understandable to anybody from the very first look at it. That's why we need to adjust the data in some columns. Like Marital Status and Gender.

Marital Status		Gender
Married	M	Male
Single	M	Male
Married	F	Female
Single	F	Female

4. The column **Age** is basically good, but we can extend it, make the analyze more advance by adding the "brackets"(description or categorizing by groups) to it.

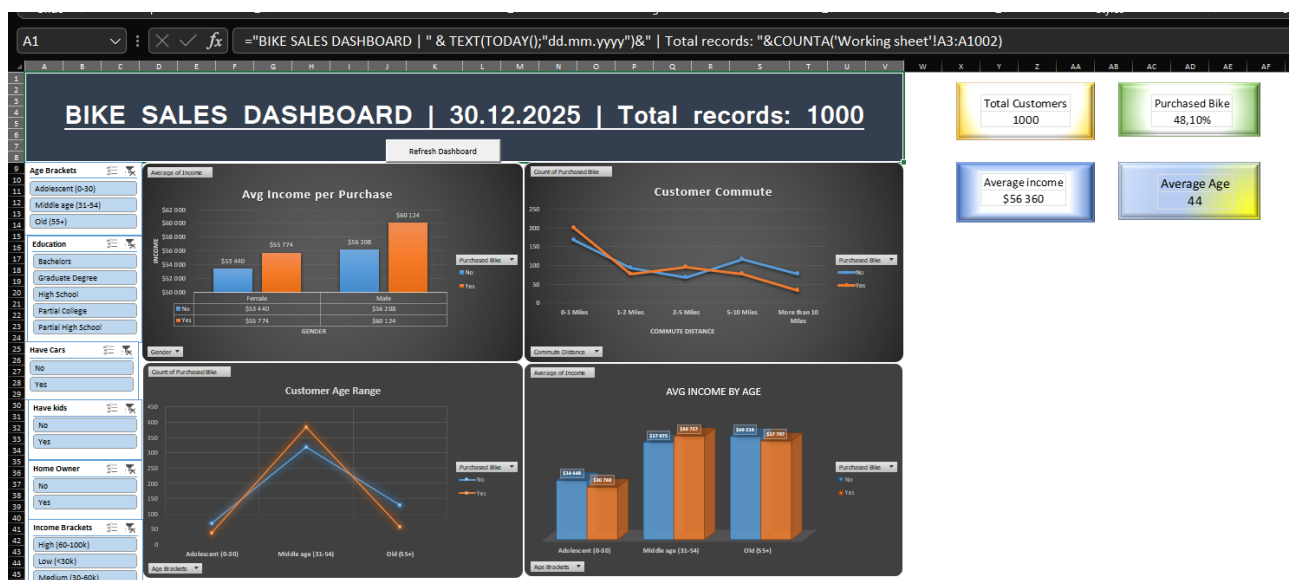
	M	N	
Age	Age Brackets	Pu	
55	Old	Nc	
63	Old	Nc	
47	Middle age	Nc	

5. Now we can create our first **Pivot table** and check how it works. Examples are for Purchased bikes and avg income per gender.



- 5.1. We'll create as many as we need to have then our complete dashboard at the end.

6. I've added few other columns and some other formulas to the table, created better and more advanced dashboard with dynamic title and even added Macro button that refreshes the dashboard!



- Base on Bike Buyers database I conducted an analysis of customers purchasing behavior.
- Worked on and created an interactive dashboard with KPI, slicers and multiple vizualizations.
- Added my own aggregation columns with use of various extended formulas.
- I implemented a VBA macro that refreshes all pivots with a single click.
- Key findings: People with higher income and shorter commutes are more likely to buy a bicycle; the highest purchases are made in the Middle Age group.

