**Introduction**  
This report outlines the steps taken to clean and analyse the original dataset in Power BI. The primary goal was to transform raw data into a structured and meaningful format to extract insights and trends effectively.

**2. Data Cleaning Process**

* **Importing Data**: The dataset was imported into Power BI, with initial checks revealing inconsistencies such as missing values, duplicate entries, and formatting issues.
* **Removing Duplicates**: Duplicate rows were identified and removed to ensure the accuracy of the analysis.
* **Handling Missing Values**: Missing data points were addressed by either imputing values based on trends or removing rows where critical information was unavailable.
* **Standardising Formats**: Columns such as dates and numeric values were reformatted to align with consistent standards, ensuring compatibility across visualisations.
* **Renaming Columns**: Column headers were renamed to be more descriptive and user-friendly, enhancing readability and usability.
* **Data Transformation**: Unnecessary columns were removed, and data was restructured using Power Query to create relationships between tables for efficient analysis.

**3. Analysis and Findings**

* **Visualising Regional Performance**: Bar charts and other visual tools revealed significant regional differences in sales volume, with key regions outperforming others.
* **Identifying Trends**: Trends over time were observed, showing peaks and troughs that correlated with specific events or seasons.
* **Uncovering Key Drivers**: Analysis highlighted correlations between key variables, such as sales volume and marketing spend, providing actionable insights.

**4. Challenges and Solutions**

* **Data Integrity Issues**: Addressed missing and inconsistent values through careful validation and transformations.
* **Complex Relationships**: Created relationships between multiple tables to provide a cohesive view of the data without compromising performance.

**6. Tools Used**

* **Power BI**: For data cleaning, transformation, and visualisation.
* **Power Query**: For data preprocessing and creating relationships between tables.