Bike Buyers – Excel Full Project Steps

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Raw and cleaned dataset, charts, pivot tables and dashboards are in my Github.
https://github.com/ravanmustafayev/data-analytics-projects

The Start

We created additional sheets at the beginning: **Dashboard, Working Sheet, Pivot Table**.

1. Data Cleaning

- Removed duplicates → 26 rows deleted, 1000 remained.
- In *Marital Status* and *Gender* columns, single letters (M, S, F) were replaced with full words: *Married, Single, Male, Female*.
    - Used **Find & Replace** with column-based search and match case, to avoid changing unwanted columns.
- Used filters to check for typos in all columns.

Age grouping: Since the *Age* column had continuous numbers, we grouped them into 3 categories by creating a new column with this formula:

```
=IFS(L2<31,"Adolescent",AND(L2>=31,L2<55),"Middle Age",L2>=55,"Old")
```

Data cleaning completed.

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2. Pivot Tables & Charts

- **Pivot Table 1**: Average income of bike purchasers vs. non-purchasers by gender.
    - Columns → Purchased Bike

    - Rows → Gender
    - Values → Average of Income
- **Pivot Table 2**: Commute distance vs. bike purchase count.
    - Rows → Commute Distance
    - Values → Count of Purchased Bike
    - Columns → Purchased Bike
- **Pivot Table 3**: Age groups vs. bike purchase status.
    - Rows → Age Bracket
    - Values → Purchased Bike
    - Columns → Purchased Bike

From these pivot tables, charts were created.

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3. Dashboard Creation

- Copied the 3 pivot tables into the **Dashboard sheet**.
- Removed gridlines for a clean look.
- Built a dashboard titled **“Bike Sales Dashboard”**.

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4. Adding Filters (Slicers)

- Inserted slicers for better interactivity:
    - Click chart → PivotChart Analyze → Insert Slicer → Choose desired filters.
- To connect one slicer to all pivot tables:

- Select slicer → Report Connections → Select all pivot tables.

Added 2 slicers and linked them across all pivot tables.

👉 Practical use: For example, to analyze customers in **Europe**, with a **BSc degree**, and **Single** marital status, just click the slicers to filter instantly.

The End