## Project Steps

- **Explore & Cleaning Using Power Query Tool (Data Integration)**

Rename All Columns & Explore Errors

coupon_text → Coupon Applied (Replace blank with No Coupon)

Replace any true/false with 0 and 1 to make it easy to count by changing type to whole number

product_availability → Product Availability (replace blank with In Stock)

is_prime → Amazon Prime

is_amazon_choice → Amazon Choice

unit_price & unit_count are deleted due to 99% nulls (no data)

delivery is deleted due to no importance for analysis

has_variations → Product Variations

climate_pledge_friendly → Climate Friendly Products

sales_volume → Sales Volume

Replace (blank, List:, More Buying Choices, Typical:, Typical price:, other) with 0

Replace K with 000

Change type to whole number

Delete 4 Rows (B0CMDLJR6K, B07ZHPCJW3, B07Z6Q9NCZ & B09R6FJWWS)

Due to null values in 5 columns reduce from 340 to 336 rows

Merge Original Price with Product Price

Null values in original price means Original Price = Product Price (no change in price)

Using → New Custom Column = [Original Price] ?? [Product Price]

To keep all Original Price values and merge only null with Product Price

Star Rating (replace null value with mean 4.0)

I calculated median and I found 4.1, by quick looking at numbers of null values, its only 3 null values, so, no strong gap between 4.0 & 4.1

Select all columns and remove duplicates (from 336 to 315 row)

Clean Product Name by replacing wrong values

*Hint: ASIN = Amazon Standard Identification Number*

- **Using DAX (Data Analysis)**

Add 2 Columns

Discount Price = 'Phone Search'[Original Price] - 'Phone Search'[Min Offer Price]

Product Sales = 'Phone Search'[Product Price] * 'Phone Search'[Sales Volume]

Add 13 Measures (Including 7 measures required)

Amazon Choices = SUM('Phone Search'[Amazon Choice])

Amazon Prime = SUM('Phone Search'[Amazon Prime])

Average Product Price = AVERAGE('Phone Search'[Product Price])

Average Star Rating = AVERAGE('Phone Search'[Star Rating])

Best Sellers = SUM('Phone Search'[Best Seller])

CFP Percentage = AVERAGE('Phone Search'[Climate Friendly Products]) * 100

Number of CFP = SUM('Phone Search'[Climate Friendly Products])

Number of Offers = SUM('Phone Search'[Number Offers])

Number of Products = COUNT('Phone Search'[Product Name])

Total Discount Price = SUM('Phone Search'[Discount Price])

Total Ratings = SUM('Phone Search'[Number Ratings])

Total Sales = SUM('Phone Search'[Product Sales])

Total Sales Volume = SUM('Phone Search'[Sales Volume])

Add 12 Measures for Filtering Information (for Cards)

ASIN = SELECTEDVALUE('Phone Search'[ASIN],"ASIN")

Availability Status = SELECTEDVALUE('Phone Search'[Product Availability],"Availability Status")

Best = SELECTEDVALUE('Phone Search'[ASIN],"Apple iPhone 12 | Sensyne 92 Cell Phone")

Choice = SELECTEDVALUE('Phone Search'[ASIN],"Panasonic Cordless Phone")

Coupon Applied = SELECTEDVALUE('Phone Search'[Coupon Applied],"Coupon Applied")

Current Price = SELECTEDVALUE('Phone Search'[Product Price],"Current Price")

Discount = SELECTEDVALUE('Phone Search'[Discount Price],"Discount")

Offers = SELECTEDVALUE('Phone Search'[Number Offers],"Offers")

Original Price = SELECTEDVALUE('Phone Search'[Original Price],"Original Price")

Product Rate = SELECTEDVALUE('Phone Search'[Star Rating],"Rate")

Product Ratings = SELECTEDVALUE('Phone Search'[Number Ratings],"Ratings")

Units = SELECTEDVALUE('Phone Search'[Sales Volume],"Sold Units")

- **Dashboarding (Reports)**

Use Amazon-website Color Palette: https://www.color-hex.com/color-palette/26593

Use Figma

Make 3 Reports:

Products Sales: All Information necessary for sales and products

Products Rating: All information necessary for product rate and best

Products Information: All other important information

Make information bar in each report for more information about every product related to report

Make navigation buttons