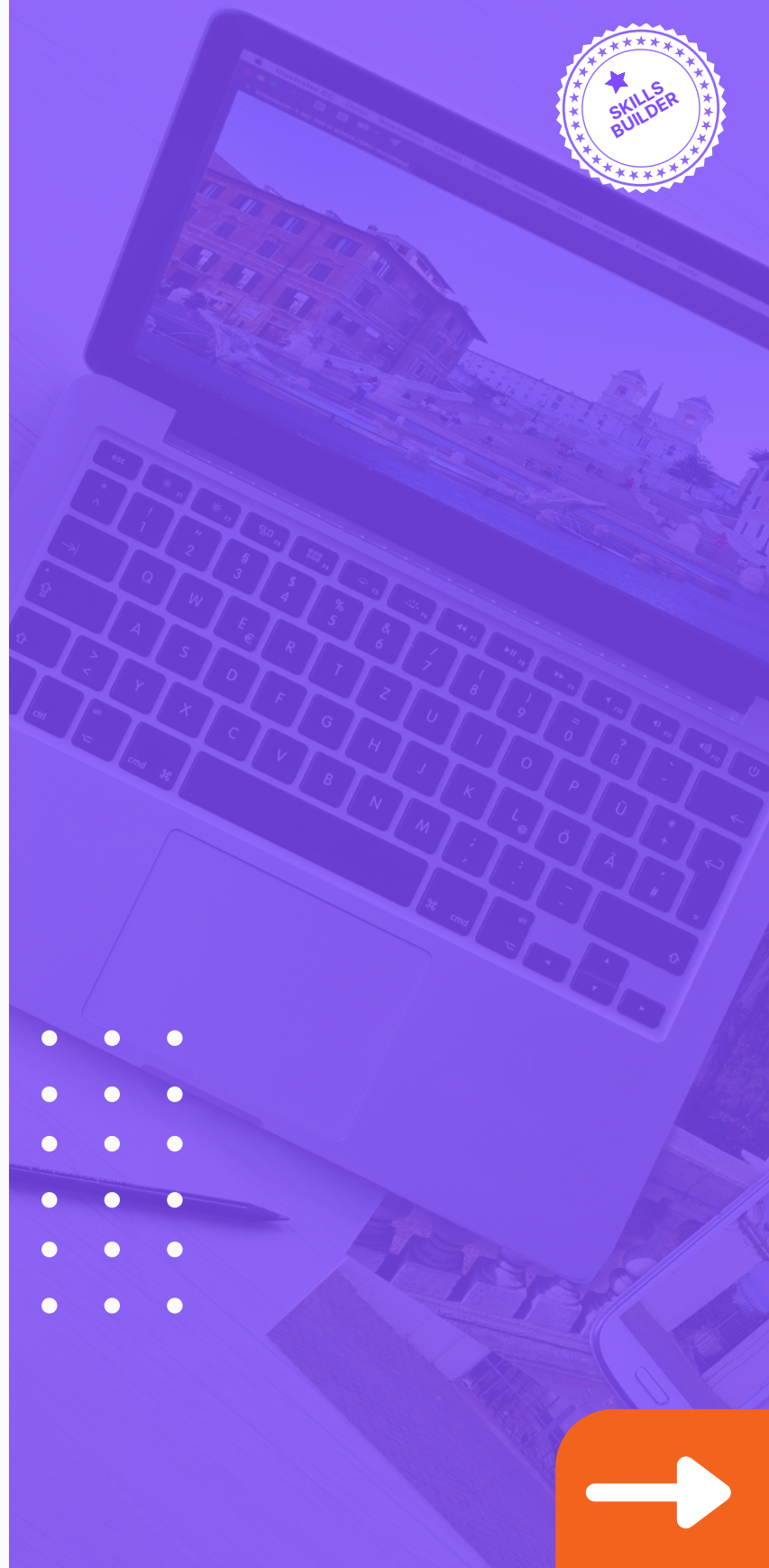




**SKILLS
BUILDER
SERIES**

**DATA
EXPLORATION**





PROJECT BRIEF

1

THE SCENARIO

In the previous installment of the Skills Builder series, you created a data model from your company's email campaign data. Now, in this second installment, you'll expand upon that foundation by leveraging Power Query and DAX for advanced data exploration, binning, and sorting.

2

THE CRITERIA

Prepare and enhance your existing data model by using Power Query and DAX to explore, group, bin, and structure your data. These strategies will support more insightful visualizations and scalable reporting.

3

THE DELIVERABLE

1. Explore the Data
2. Create Customer Journey Groups
3. Region/Continent Category
4. Data Cleaning and Final Validation





DELIVERABLE 1

Use Power Query to thoroughly examine your dataset structure by leveraging Table.Schema to validate column names and data types. Additionally, profile your data with Table.Profile to identify potential issues such as missing values or outliers and inform your binning and transformation strategies.





DELIVERABLE 2

In Power Query, create a custom column categorizing customer interactions based on their conversion targets—such as "Pre-sales," "Sales," and "Retaining Customer." Alternatively, replicate this grouping directly within the Power BI report view to adjust or enhance grouping logic as needed quickly.





DELIVERABLE 3

Classify country data into meaningful regional groups, such as North America, Central America, Europe, and others. Consider leveraging tools such as ChatGPT to quickly identify accurate and comprehensive regional groupings—saving time and ensuring consistency, especially when working with extensive lists of countries.





DELIVERABLE 4

Replace hard-coded zeros with nulls in Power Query for cleaner visualizations and fewer misleading blanks. Validate bins, groups, and sorting logic in Power BI visuals to ensure accuracy and usability.





DO YOU HAVE THE SKILLS?

MASTER THE ART OF ANALYTICS

Sign up at **fp20analytics.com** to complete this Skills Builder project.

