

## Example 3: Identifying Duplicate Transactions in a Financial Ledger

Let's say you are managing a financial ledger for a small business. You suspect that some transactions have been accidentally recorded twice, and you want to identify these.

### Using Conditional Formatting

1. **Select the Column:** Highlight the column that contains the transaction IDs.
2. **Conditional Formatting:** Navigate to 'Home' > 'Styles' > 'Conditional Formatting' > 'New Rule.'
3. **Choose Criteria:** In the new window, select 'Format cells that contain,' then select 'Duplicate' under the 'Format values where this formula is true' section.
4. **Apply:** Click 'OK.' All duplicate transactions will be highlighted.

### Using COUNTIF Formula

1. **Adjacent Column:** Choose an empty column beside your transaction ID column.
2. **Enter Formula:** Type **=COUNTIF(A:A, A1)** if your transaction IDs are in column A, starting from cell A1.
3. **Drag Down:** Extend the formula to the end of the column.
4. **Identify Duplicates:** Any cell in the new column showing a number greater than 1 corresponds to a duplicate transaction ID in the original column.

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## Example 4: Identifying Duplicate Product Reviews in an E-commerce Dataset

In an e-commerce dataset, you have customer reviews for products. You want to ensure that no review appears more than once.

## Using Conditional Formatting

1. **Select Range:** Highlight the column or cell range containing the product reviews.
2. **Navigate:** Go to 'Home' > 'Styles' > 'Conditional Formatting' > 'New Rule.'
3. **Criteria:** Choose 'Format cells that contain' and select 'duplicate.'
4. **Format and Apply:** Select your preferred formatting style and click 'OK.'

## Using Pivot Table

1. **Select Data:** Highlight your dataset, including the product review column.
2. **Insert Pivot Table:** Go to 'Insert' > 'Pivot Table.'
3. **Arrange Fields:** Drag the 'Product Review' field to both the 'Rows' and 'Values' areas. In 'Values,' choose 'Count of Product Review.'
4. **Analyze:** Any product review appearing with a count greater than 1 is a duplicate.