Excel Skill #1: How to Create a Simple Graph
(PC Version)

1. Select your data (including the titles of your rows and columns) by clicking and dragging across the cells your data is in OR by holding down the shift key and using the arrow keys to select the appropriate cells.

2. Head to the **Insert** tab. From here, you'll be able to choose from a variety of different charts and graphs. (For our example, we chose the 2-D clustered column graph.)

3. If you don't like the way Excel initially displays your data, you may want to swap your rows and columns. You can do this by clicking the **Switch Row/Column** button under the **Chart Tools** > **Design** tab OR by right clicking on your graph, choosing **Select Data**, and then clicking **Switch Row/Column**.

4. To add a title to your graph, make sure your graph is selected, head up to the **Chart Tools** > **Layout** tab, click **Chart Title**, and then choose where you want the title to appear. (For our example, we chose **Title Above Chart**.) You can then click inside the text box that appears and replace "Chart Title" with the title of your choosing.

5. To label your graph's x- and y-axes, select **Axis Titles** from the **Chart Tools** > **Layout** tab, and then select how you'd like your **Horizontal Axis Title** and **Vertical Axis Title** to appear. (For our example, we chose **Title Below Axis** for our horizontal axis and **Rotated Title** for our vertical axis.) You can then click inside the text boxes and replace "Axis Title" with the titles of your choosing.

6. If you'd like to reorder how your data is displayed in the graph (for example, maybe you want to have your values in order from largest to smallest), select the columns that your data is stored in, head to the **Data** tab, and click **Filter**. Next, head back to one of your columns, click on the little upside-down triangle that just appeared next to your column title, and choose from a number of filtering options. (For our example, we chose **Sort Largest to Smallest** so the values would be ordered from largest to smallest.)

Excel Skill #2: How to Create a Pivot Table
(PC Version)

1. Click anywhere inside your data array and navigate to the **Insert** tab.

2. Select the **PivotTable** option, and then click **OK** on the pop-up menu.

3. You can now organize your data points by dragging and dropping specific fields (which are labeled according to the names of your columns) into different areas. For this example, we want to organize our data by post title. To do this, click and drag the "Title" field to the **Row Labels** area.

4. Now you can summarize all of the metrics you want to calculate by adding fields to the **Values** area. For this example, click and drag "Views," "Links," and "Comments" to the **Values** area.

5. The sum of a particular field will be calculated by default, but you can easily change this to average, maximum, minimum, etc. depending on what you want to calculate. To do this, just click on the small upside-down triangle next to each value, choose **Value Field Settings**, and then select the option you want. (For this example, we chose **Average**). Click **OK** once you've made your selection and your pivot table will be updated accordingly.

Excel Skill #3: How to Do a VLOOKUP
(PC Version)

1. Take the pivot table you made in the last video, copy everything from "Title" down to the last row of data before "Grand Total", and paste the values into a new sheet. (Tip: You can use the keyboard shortcut "SHIFT+PAGE DOWN" to quickly extend your selection down the page AND you can use the shortcuts "CTRL+C" and "CTRL+V" to copy and paste respectively.)

2. For this example, "Title" is our unique identifier, and our objective is to match each title to its author. To do this, start by going to the first empty cell in the first row (cell E1, in this case) and label it "Author." Next, select the first cell in your newly created "Author" column (cell E2) and click on the formula button (*fx*) up in the top navigation.

3. Select the **VLOOKUP** function and click **OK**. (Note: You can simply type "V" in the search field and click **Go** to find VLOOKUP, or you search for it in the **Lookup & Reference** category.

4. When you see the **lookup_value** field appear, click on cell A2. Alternatively, you can type "A2" into the empty **lookup_value** field. This is the value that you're trying to find a match for.

5. Next, Excel will ask you for the **table_array**, which is the place where Excel can find your data. For this example, your data is in the "Pages" tab of your workbook. So, head to the "Pages" tab and select the columns you want Excel to sort through. For this example, you can select columns B through K. An easy way to select these columns is by clicking on the "B" above the first row (which selects the entire B column), holding shift, and using your arrow keys to select all of the other columns, including K. Alternatively, you can type "Pages!B:K" into the empty **table_array** field.

6. Next, Excel will ask for a **col_index_number**, which is the number of the column in your table array where a matching value can be returned. Since "Author" – the value we're searching for -- is the 10th column from the left in our table array, type "10" into the empty **col_index_number** field. (Note: This might seem counterintuitive, since Excel labels columns using letters, not numbers. But trust us: for **col_index_number**, you want to use the number of the column.)

7. Finally, when **range_lookup** appears, type "FALSE." "FALSE" indicates that you want an exact match, as opposed to an approximate match. (Note: The finished formula will read =**VLOOKUP(A2,Pages!B:K,10,FALSE)** in the formula bar.)

8. Click **OK**, and your first author will appear. To carry the function down the entire column, select the cell that has your first author in it (E2) and double-click on the little box in the bottom corner.

Excel Skill #4: How to Use the IF Function
(PC Version)

1. For this example, we're going to use the **IF** function to organize the number of landing pages customers have created into the ranges "10 or less," "11 to 50," and "51 to 100." To start, select the first empty cell in the first row of data (in this case, cell C3, right beneath "Range"), and then click the formula button (***fx***).

2. Choose the **IF** function, which you can find by typing "IF" into the search field or by searching for it under the **Logical** category.

3. Click **OK** and hop into the formula editor up top. (Note: If you wanted to make a very simplistic IF statement, you could use the **Formula Builder** window, which is what we used to perform our VLOOKUP. However, since – in this case -- we want to organize values into multiple ranges, we'll need to build a "nested" IF statement, which means it has multiple conditions.)

4. Set the first condition of the nested IF statement, which says that if the value in cell B3 (our first cell with data) is less than 11, it gets designated as "10 or less." To express this, type the bolded text below into the formula editor:

    =IF(**B3<11,"10 or less"**

5. Next, set the second condition, which says if the value in cell B3 is less than 51, it gets designated as "11 to 50." To do this, add the bolded text below to your formula:

    =IF(B3<11,"10 or less"**,IF(B3<51,"11 to 50"**

6. Finally, set the final condition, which says if the value in cell B3 is less than 100, it gets designated as "51 to 100." To do this, add the bolded text below to your formula:

    =IF(B3<11,"10 or less",IF(B3<51,"11 to 50**",IF(B3<100,"51 to 100"**

7. We now need to close the parentheses for all three conditions, so add those closed parentheses to the end of the formula. The final formula will look like this:

    =IF(B3<11,"10 or less",IF(B3<51,"11 to 50",IF(B3<100,"51 to 100")))

8. Hit **OK** and your first range will appear in cell C3. Double click the little box in the corner and ranges will appear for all of your entries.