

Create a new Power BI report. Load data from the Excel workbook in the above folder to get:

Column1	Column2	Column3	Column4	Column5
Site	Domain	Alexa top 50 global sites (As of January 17, 2019)[update][3]	SimilarWeb top 50 sites (As of December 2018)[4]	Type
Google	google.com	1 ()	1 ()	Internet services and products
YouTube	youtube.com	2 ()	2 (1)	Video sharing
Facebook	facebook.com	3 ()	3 (1)	Social network

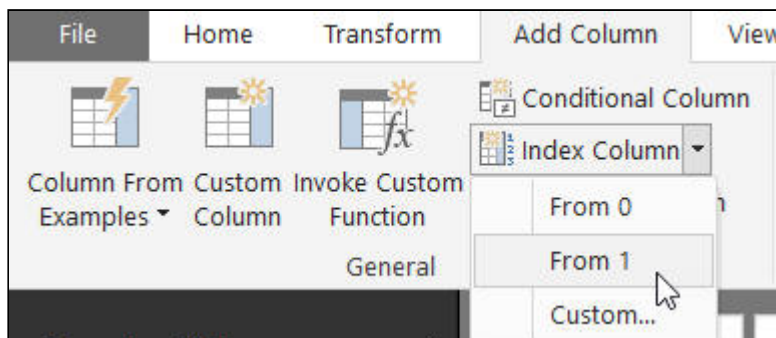
The initial list of websites (we have much to do).

Make the first row the header row and rename and remove columns to get:

Site	Domain	Alexa rating	Type	Country
Google	google.com	1 ()	Internet services and products	U.S.
YouTube	youtube.com	2 ()	Video sharing	U.S.
Facebook	facebook.com	3 ()	Social network	U.S.
Baidu	baidu.com	4 ()	Search engine	China

Better - now the fun begins!

Add in a column to number each row, as shown here, and rename the resulting column to **Ranking**:



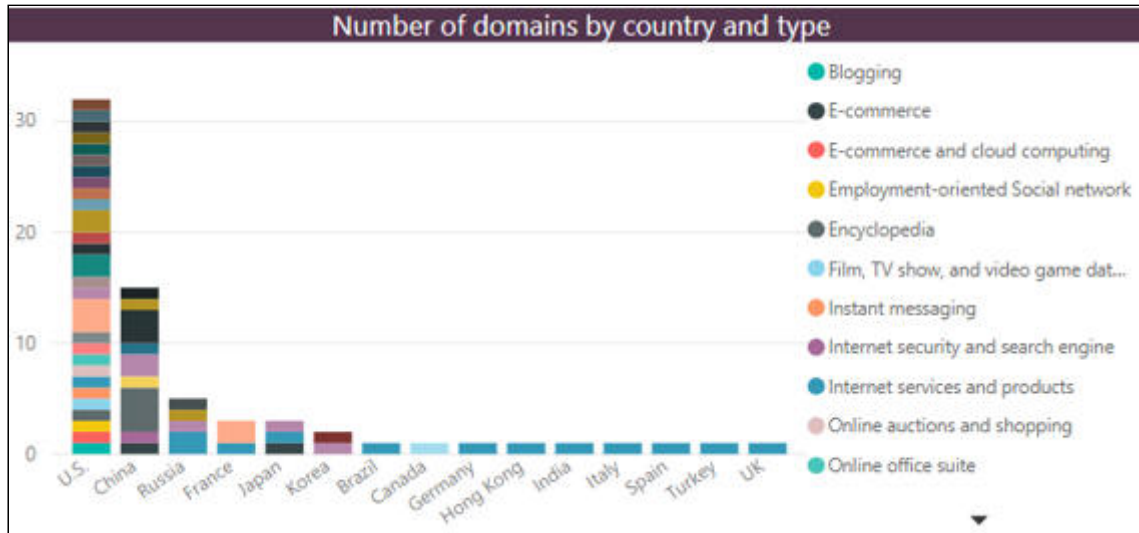
This option effectively numbers each row.

Use splitting columns to derive the current Alexa rank, keeping the number but losing the bit in brackets after it:

1.2 Ranking	Site	Domain	1.2 Alexa
1	Google	google.com	1
2	YouTube	youtube.com	2
3	Facebook	facebook.com	3
4	Baidu	baidu.com	4

Alexa is an online tool to show how popular websites are (it's by no means 100% reliable). Although the early Alexa numbers are the same as those for the website's ranking, you'll see there are big differences towards the bottom of the list.

Load this data back into Power BI, and use it to create a chart something like this:



This chart shows how many domains there are for each country and type.

Save this report as **Google rules**, then close it down.