

If you haven't already done so, run the SQL script in the above folder in SQL Server Management Studio to generate a database (not for commercial use or copying) called **MAM**.

Again if you haven't already done so, create a new workbook and PowerPivot data model, and import the following tables: **tblAnimal**, **tblCentre**, **tblPos**, **tblProduct**, **tblQuadrant**, **tblRegion**, **tblSpecies**, **tblStore**, **tblTown**, **tblTransaction**.

Create two calculated fields:

Calc. Field	What it should show
NoSoutherners	The average transaction price for the query context, but excluding the South quadrant.
OnlySoutherners	The same thing, but this time only including the South quadrant.

*You'll need to use the **VALUES** function to ensure that you change the query context, rather than replacing it.*

Use these calculated fields to to display a pivot table like this:

Row Labels	Southerners	NoSoutherners
East		7.91
East Anglia		7.77
East Midlands		7.96
North		7.97
North		8.15
North West		7.90
Yorkshire & Humberside		7.97
South	7.84	
London	7.76	
South East	7.88	
West		8.10
South West		8.13
West Midlands		8.08
Grand Total	7.84	8.00

*This pivot table divides spending into the **South** quadrant and all other regions.*

Save this workbook as **Regional Apartheid**, then close it down.