**Summary:**

Attached is an excel workbook named: Excel\_Test\_1a.xlsx

This workbook contains 2 tabs.

1. Solution: This tab illustrates what your workbook should look like once complete.
2. RAW: This tab is your starting point.

**Task:** Recreate what you see in the “Solution” tab using Excel functions/formulas.  Essentially, using the key listed in row one, extract the value that is assigned to the key in the url in column A.  *The best solution will enable you to change the key in B1 to any key and it will dynamically populate the values in the below rows.*

**Background:**

1. Column A contains a list of ad tags.  Each of these ad tags have url parameters that are called key-value pairs.
2. All key value pairs contain 3 things.
   1. Key: This is the name of the variable that will be used later
   2. Value: This is the value that you want to store in the key.
   3. Equal sign: This separates the key from the value
3. All key value pairs are separated via a semi-colon (there will always be a semi colon immediately before and after a key-value pair, EXCEPT for the last pair.  The last pair will end with a question mark)

**Sample Ad Tag:**

<http://ad.doubleclick.net/adj/dexcom.com/running/content;tile=1;channel=running;subchannel=nosubchannel;tanproduct=dexcom;feature=content;subfeature1=channel_home;subfeature2=nosubfeature2;subfeature3=nosubfeature3;sz=728x90;position=leader_top;dcopt=ist;view=running;ord=845674>?

**Hints:**

* The correct solution will allow you to type any key into row 1 and it will accurately display the values associated with that key. Ex. Try changing any of the keys in row 1 to say sz or view.
* The best solution will not have hidden columns or rows and only use fields in the range A1:H19
* Excel functions to consider (you may not need all of them):
  + Left, Right, Mid
  + Search, Find
  + If
  + Len
  + Lower, Proper
* Use multiple cells to build up to your final formula.  Then bring it all together into a single cell.
* Use absolute references so that you only have to write the formula once and then can drag it down and to the right.

**Overachiever:** See if you can also get the formula to work when you enter “ord” into row 1.