**Excel Directions:**

* **How to Create a Pivot Table**
* **Click** any cell in the raw data tab
* Go to the **Insert** tab → **PivotTable**
* Confirm the range and choose to place the table in a **new** sheet
* Drag fields into the **Rows**, **Columns**, and **Values** areas to explore different breakdowns
  1. Example: Try **Channel** in Columns, **Campaign** in Rows, and **Sales ($)** in Values

**Note:** To calculate averages (like average time on site), make sure to change the Values field setting from *Sum* to *Average*

* **How to Add a Slicer:**
* Click anywhere inside the pivot table
* Go to the **PivotTable Analyze** tab → **Insert Slicer**
* Choose **Customer Type** as your slicer field
* Select only **“New”** to isolate that segment

**After You Slice:**

Look closely at what changes. Ask yourself:

* Which campaign and channel combo *now* stands out?
* Are your earlier assumptions still true?
* What might explain the shift?

Take a few notes, you’ll need them for the next step.