Slide 2

One of Excel’s most powerful and easy to use tools, the pivot table. They allow you to see for example average sales by gender, by region of country, by time of day, or any combination of these.

Slide 3

Categorical variables include day of week, time of day, region of country, type of credit card used, gender of customer, and buy category of customer, numerical variables include number of items ordered, total cost of order and price of highest item purchased.

Slide 4

Pivot tables have four areas, filters, rows, columns and values.

A row has categores down the left hand side, a columns field has categories go across the top, a filter lets you filter the whole pivot table by its categories, a values field contains the data you want to summarise.

If you use the checkboxes for fields by default excel will apply the following rules:

When you check a text or date variable it is added to the rows area.

When you check a numeric variable it is added to the values area and summarised using the sum function.

Slide 12

This type of pivot table is a crosstab, when you change the values to counts it doesn’t matter what was in the values section (in this case it was total sales), you will need to rename the label appropriately. You may want to display them as percentages, for example as percentage of total, as percentages of row totals and as percentages of column totals. Right click and choose show values as.. You can show both by dragging in any variable into the values section and summarising it by count.

Slide 13

Grouping is useful when a rows or columns variable has many distinct values eg dates in a year grouped into months

Slide 14

The key to pivot tables is to experiment, there are entire books written about pivot tables, you can learn a lot more by experimenting with the elecmart data, you can’t mess it up you can always start over.

Slide 15

Market research on a frozen lasagne product

Does gender make a difference? What distinguishes triers from non triers?

Slide 16

Row is gender

Column is have tried

Values is any variable as long as it is a count, set up as % of row

Then add a chart