Very easy formula.

**You can use this for grabbing cells based off of** a cell**.**

AVERAGEIFS($D:$D,$B:$B,"\*"&F17&"\*",$E:$E,1)

You can use this for grabbing cells based off of **a string**.

AVERAGEIFS($D:$D,$B:$B,"\*pure\*",$E:$E,1)

Also, putting \* asterisk before a string, it will match whatever after\*. The same thing hold for end of string.

For example, for matching Abs20 that includes both Abs20R and Abs20L, use “Abs20\*”, and that \* fills up for R and L. It basically is a filler at the beginning or end of a string. For the middle one though, you should use **“?”** instead.

There are three wildcard characters in Excel:

1. **\* (asterisk)** – It represents any number of characters. For example, Ex\* could mean Excel, Excels, Example, Expert, etc.
2. **? (question mark)** – It represents one single character. For example, Tr?mp could mean Trump or Tramp.
3. **~ (tilde)** – It is used to identify a wildcard character (~, \*, ?) in the text. For example, let’s say you want to find the exact phrase Excel\* in a list. If you use Excel\* as the search string, it would give you any word that has Excel at the beginning followed by any number of characters (such as Excel, Excels, Excellent). To specifically look for excel\*, we need to use ~. So our search string would be excel~\*. Here, the presence of ~ ensures that excel reads the following character as is, and not as a wildcard.