1. You must have column headers
   1. Ctrl + T to insert a table
   2. Table does NOT have headers
   3. Rename the headers: Channel Region Fresh Grocery Frozen
   4. You can dynamically refer to the headers such as using the lower function.
2. You must have a table name
   1. Go to the name manager and rename to sales
   2. And now these references will point to sales not Table1
3. They look good
   1. Table Design > Table Styles
   2. Also Table Style options, we will work on Totals later
   3. Everything is formatted for you – and it stays that way!
4. You can add and delete data easily
   1. Go ahead and add and delete some rows and columns, look how everything is expanded
      1. Do a RANDBETWEEN() to see how easy that was for a new column
      2. Manually insert a row and see how that is updated instantly
5. No rewriting formulas
   1. Take the sum of one of the columns and see how it doesn’t move! Even when we add new rows
6. We can point to data by name, not location
   1. Take a column that is 10% of one of the columns to calculate tax or something like that.
7. We can easily work with totals
   1. Play around with the totals and see how easy it is
   2. Also show how this is NOT going to mess up other formulas
   3. But what if I wanted to do total overall sales?
8. Portal into Power Query
   1. Let’s unpivot the data and see how easy it is