Instructor's Spreadsheet Solutions for Solve it! 5.0

Instructor's Answer to Spreadsheet Case 2 Using Excel

Clarkson Cosemestics

The purpose of this problem is illustrate how spreadsheet software can be used to analyze data compiled from a variety of sources. The objective of this case is to analyze visitors to an online e-commerce site. The resulting worksheet looks at the aggregate number of visitors, shoppers, attempted buyers, and buyers to the site, and has students calculate the percentage of visitors who became shoppers and attempted buyers who became buyers.

The spreadsheet formatting skills learned in the first problem are reinforced. In addition, the problem introduces the student to percentages and the method of calculating them using the mathematical operators in Excel.

The most difficult concept in this problem is the order in which Excel performs the mathematical calculations. This is a crucial concept because outcomes can be skewed depending on the way a formula is written, and the instructor should ensure that students fully understand the proper way to create a formula using mathematical operators.

Detailed Instructions

File: Clarkson_A.xls.

1. Additional columns must be added. Highlight the Attempted Buyers column and right-click to show the submenu. Choose Insert. Name the column % for the percentage of visitors who became shoppers. Add the same type of column after Buyers. Since this column will go at the end of the existing spreadsheet, there is no need to add a column. Simply format the last column so that it looks like the rest in the spreadsheet.

2. Use the AutoSum button to create the formula for the totals of the Visitors, Shoppers, Attempted Buyers, and Buyers columns.

3. The formula for determining the percentage of visitors who became shoppers is Shoppers/Visitors (C9/B9). Fill in the formula so all of the rows are represented. The formula for determining the percentage of attempted buyers who became buyers is Buyers/Attempted Buyers (F9/E9). Fill in the formula so all of the rows are represented.

4. To format the percentages with a percentage sign, highlight the column and choose the % sign on the formatting toolbar, or choose Format on the menu bar and then select Cells. Choose percentage under the number tab.