

GATORCON 2020 4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

#GatorCon2020

Live Q&A at [sli.do](#) event name **GatorCon2020**



EXCEL FOR MARKETERS. JO TIVEY.

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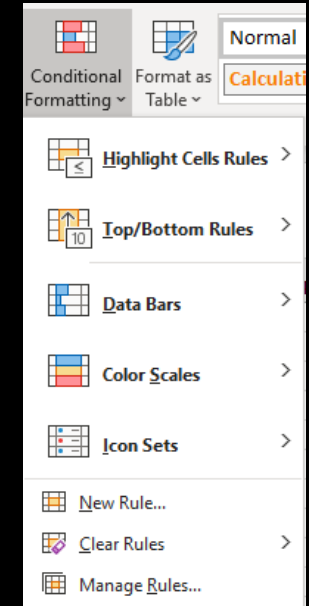
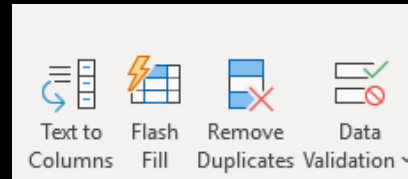
TOPICS FOR DISCUSSION

- The Excel toolbar
- Handy shortcuts
- Basic functions of Excel
 - Examples of how to use these

THE EXCEL TOOLBAR

Many functions and tools to help format and tidy up your data

- Home tab
 - Conditional Formatting – Based on values, cells containing words, duplicate values
- Formula tab
 - Formula help and ability to trace dependent/precedent cells
- Data tab
 - Text to column
 - Remove duplicates
 - Data validation
- View tab
 - Freeze panes



HANDY SHORTCUTS

- Shortcut to the end of your data – Ctrl/Cmd & Arrow key
- Select a column/row of data – Ctrl/Cmd & Shift & Arrow key
- Copy a formula down – Ctrl/Cmd & D
- Add or remove a column/row – Ctrl & +/- or Cmd & Shift & + / Cmd -
- Select Visible Cells – Option & ;
- Share as Email attachment

BASIC FUNCTIONS OF EXCEL

- Sumif, Countif
- Vlookup
- Find text in cell
- Concatenate texts

QUESTIONS & ANSWERS

JO TIVEY.
FINANCIAL CONTROLLER.
JO.TIVEY@COMMUNIGATOR.CO.UK.