



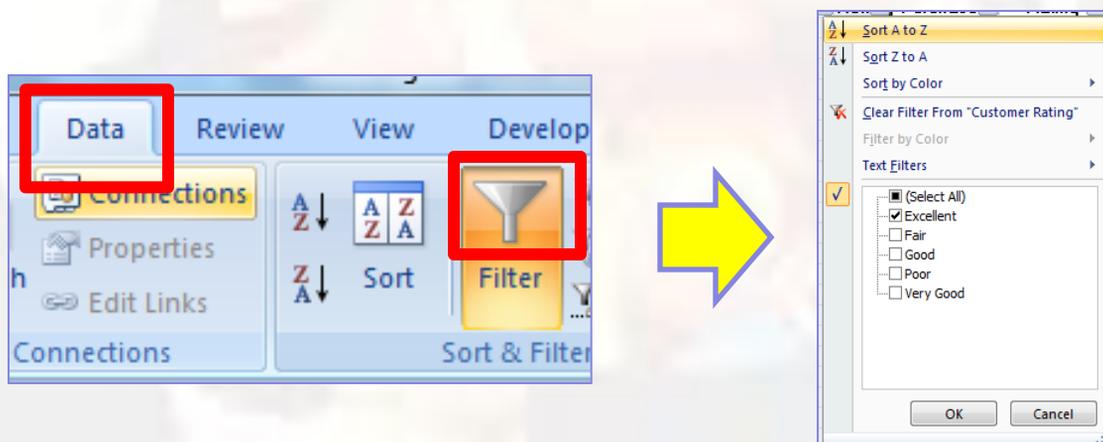
## Data Filtering in Excel

What if you need to analyze customers for a new marketing campaign? You want to focus on the Excellent customers in the Customer Excel file.

An easy way to do that is to use data filtering to temporarily hide some of the data in a table, so you can focus on the data you want to see. Although you could sort on customer rating, you are still working with the entire table. Filtering temporarily hides any records that do not meet your specified criteria.

### Using AutoFilter

To get started, click any data cell in the list. Then click the **Data** tab on the Ribbon. In the Sort & Filter section, click on the **Filter** icon. Click the Customer Rating Autofilter arrow in cell n1 to display a list of criteria you can use to filter the data. Uncheck all the values except Excellent and click the **OK** button



**Results on the next page**



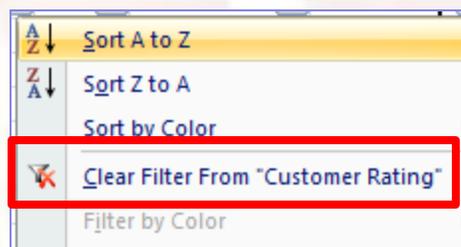
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### The Result from Auto filtering for Excellent Customers

Review the list to verify that only records with a value equal to Excellent in the Customer Rating column are visible

	A	B	L	M	N
	Name	Address	Home	YTD Purchase	Customer Rating
1	Adrian Berry	3280 Old Trail Dr	Own	\$8,353	Excellent
2	Alan Conklin	4714 Duval Rd	Own	\$16,495	Excellent
5	Alfred Leibrandt	4230 Sabin Ct	Own	\$21,253	Excellent
6	Alistair Gilreath	6 Harwood Ct	Own	\$9,155	Excellent
8	Allison McFee	7651 Glendale Plaza	Own	\$9,508	Excellent
7	Anne-Marie Coster	296 Clark Ave	Own	\$9,985	Excellent
8	Anthony Dawson	47 Main St	Own	\$10,135	Excellent

Now you have just the list of Excellent customers to target for the marketing promotion. To clear the column filter, click the Autofilter arrow in the Customer Rating column and select **Clear Filter From Customer Rating**.



### Need Help? Contact Us

Info Express Virtual Business Consultants is pleased to offer Excel data analysis services, Excel coaching, and Excel one-on-one or small group online training as well as other services. See the website for a complete list of the ways we can help you - [InfoExpressVBC.com](http://InfoExpressVBC.com). Please contact us at [sharon\\_daniel@att.net](mailto:sharon_daniel@att.net) or (561) 289-9484 to discuss your needs.