

The old 80/20 rule for software—that 80% of a program’s users use only 20% of a program’s features—doesn’t apply to Microsoft Excel. Instead, this program probably operates under what could be called the 95/5 rule: Ninety-five percent of Excel users use a mere 5% of the program’s power. On the other hand, most people *know* that they could be getting more out of Excel if they could only get a leg up on building formulas and using functions. Unfortunately, this side of Excel appears complex and intimidating to the uninitiated, shrouded as it is in the mysteries of mathematics, finance, and impenetrable spreadsheet jargon.

If this sounds like the situation you find yourself in, and if you’re a businessperson who *needs* to use Excel as an everyday part of your job, you’ve come to the right book. In *Formulas and Functions with Microsoft Excel 2007*, I demystify the building of worksheet formulas and present the most useful of Excel’s many functions in an accessible, jargon-free way. This book not only takes you through Excel’s intermediate and advanced formula-building features, but it also tells you *why* these features are useful to you and shows you *how* to use them in everyday situations and real-world models. This book does all this with no-nonsense, step-by-step tutorials and lots of practical, useful examples aimed directly at business users.

Even if you’ve never been able to get Excel to do much beyond storing data and adding a couple of numbers, you’ll find this book to your liking. I show you how to build useful, powerful formulas from the ground up, so no experience with Excel formulas and functions is necessary.

# INTRODUCTION

## IN THIS INTRODUCTION

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## What's in the Book

This book isn't meant to be read from cover to cover, although you're certainly free to do just that if the mood strikes you. Instead, most of the chapters are set up as self-contained units that you can dip into at will to extract whatever nuggets of information you need. However, if you're a relatively new Excel user, I suggest starting with Chapters 1, "Getting the Most Out of Ranges"; 2, "Using Range Names"; 3, "Building Basic Formulas"; and 6, "Using Functions" to ensure that you have a thorough grounding in the fundamentals of Excel ranges, formulas, and functions.

The book is divided into four main parts. To give you the big picture before diving in, here's a summary of what you'll find in each part:

- **Part I, "Mastering Excel Ranges and Formulas"**—The five chapters in Part 1 tell you just about everything you need to know about building formulas in Excel. Starting with a thorough look at ranges (crucial for mastering formulas), this part also discusses operators, expressions, advanced formula features, and formula-troubleshooting techniques.
- **Part II, "Harnessing the Power of Functions"**—Functions take your formulas to the next level, and you'll learn all about them in Part 2. After you see how to use functions in your formulas, you examine the eight main function categories—text, logical, information, lookup, date, time, math, and statistical. In each case, I tell you how to use the functions and give you lots of practical examples that show you how you can use the functions in everyday business situations.
- **Part III, "Building Business Models"**—The five chapters in Part 3 are all business as they examine various facets of building useful and robust business models. You learn how to analyze data with Excel tables and PivotTables, how to use what-if analysis and Excel's Goal Seek and scenarios features, how to use powerful regression-analysis techniques to track trends and make forecasts, and how to use the amazing Solver feature to solve complex problems.
- **Part IV, "Building Financial Formulas"**—The book finishes with more business goodies related to performing financial wizardry with Excel. You learn techniques and functions for amortizing loans, analyzing investments, and using discounting for business case and cash-flow analysis.

## This Book's Special Features

*Formulas and Functions with Microsoft Excel 2007* is designed to give you the information you need without making you wade through ponderous explanations and interminable technical background. To make your life easier, this book includes various features and conventions that help you get the most out of the book and Excel itself:

- **Steps**—Throughout the book, each Excel task is summarized in step-by-step procedures.
- **Things you type**—Whenever I suggest that you type something, what you type appears in a **bold** font.

- **Commands**—I use the following style for Excel menu commands: File, Open. This means that you pull down the File menu and select the Open command.
- **Dialog box controls**—Dialog box controls have underlined accelerator keys: Close.
- **Functions**—Excel worksheet functions appear in capital letters and are followed by parentheses: `SUM()`. When I list the arguments you can use with a function, optional arguments appear surrounded by square brackets: `CELL(info_type [, reference])`.
- **Code-continuation character (↵)**—When a formula is too long to fit on one line of this book, it's broken at a convenient place, and the code-continuation character appears at the beginning of the next line.

This book also uses the following boxes to draw your attention to important (or merely interesting) information.

NOTE

The Note box presents asides that give you more information about the topic under discussion. These tidbits provide extra insights that give you a better understanding of the task at hand.

TIP

The Tip box tells you about Excel methods that are easier, faster, or more efficient than the standard methods.

CAUTION

The all-important Caution box tells you about potential accidents waiting to happen. There are always ways to mess things up when you're working with computers. These boxes help you avoid at least some of the pitfalls.

→ These cross-reference elements point you to related material elsewhere in the book.

## CASE STUDY

You'll find these case studies throughout the book, and they're designed to take what you've learned and apply it to projects and real-world examples.

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