

Lecture Note #6: Functions Part 3

BUSI 201: Business Data Analysis

Topic 1. The VLOOKUP Function

Of all functions that we covered up to this point, the VLOOKUP function is one of the most useful. VLOOKUP is a function that searches a table for some specified item, and then returns the items in the same row as the item that was found. The basic syntax should be:

= VLOOKUP(LOOKUP VALUE,
RANGE WHERE LOOKUP VALUE IS LOCATED,
COLUMN NUMBER IN THE RANGE CONTAINING VALUE TO RETURN,
[EXACT/APPROXIMATE MATCH])

It is sometime mildly confusing to simply read the syntax of a function, especially when there are multiple arguments. Please navigate to sheet VLOOKUP in the workbook BUSI201-LEC05-Workbook .xlsx. This worksheet contains a list of items sold in a large retail store, with some internal item codes, make, item name, quantity in stock, and the price. Suppose that you want to look up information about a product based on the internal item codes.

Item Code	Make	Item Name	Quantity	Unit Price
A101	Samsung	Smart LED TV	92	\$ 599.99
B102	JBL	Bluetooth Speaker	30	\$ 79.99
C103	Logitech	Wireless Mouse	12	\$ 19.99
D104	Hamilton Beach	Coffee Maker	14	\$ 39.99
E105	Black & Decker	Toaster Oven	42	\$ 49.99
F106	Sony	Wireless headphones	86	\$ 149.99
G107	Ninja	Blender	46	\$ 89.99
H108	Apple	Tablet	85	\$ 329.99
I109	HP	Laptop	55	\$ 699.99
J110	Whirlpool	Refrigerator	30	\$ 799.99
K111	Panasonic	Microwave Oven	86	\$ 129.99
L112	Cuisinart	Electric Kettle	46	\$ 29.99
M113	Conair	Hair Dryer	69	\$ 19.99
N114	Dyson	Vacuum Cleaner	17	\$ 349.99
O115	Oral-B	Toothbrush	97	\$ 49.99
P116	Canon	Digital Camera	21	\$ 399.99
Q117	Samsung	Smartphone	38	\$ 799.99
R118	Amazon Basics	Tablet Stand	46	\$ 9.99
S119	Herman Miller	Desk Chair	40	\$ 599.99
T120	Sony	Alarm Clock	39	\$ 29.99
U121	Bissell	Carpet Cleaner	49	\$ 199.99
V122	KitchenAid	Food Processor	78	\$ 149.99
W123	Panasonic	Cordless Phone	102	\$ 39.99
X124	iQ	Bluray Player	42	\$ 79.99
Y125	Charmin	Toilet Paper (12-pack)	54	\$ 14.99
Z126	Tide	Laundry Detergent (64 oz)	56	\$ 9.99
AA127	Bounty	Paper Towels (6-pack)	18	\$ 12.99
BB128	Glad	Trash Bags (50-pack)	62	\$ 8.99
CC129	Pantene	Shampoo (16 oz)	36	\$ 4.99
DD130	Herbal Essences	Conditioner (16 oz)	60	\$ 4.99
EE131	Secret	Deodorant (2.3 oz)	14	\$ 2.99
FF132	Crest	Toothpaste (6.4 oz)	40	\$ 3.99
GG133	Gillette	Shaving Razor	24	\$ 9.99
HH134	Dove	Body Wash (16 oz)	30	\$ 5.99
II135	Schlopp	Hand Soap (12 oz)	78	\$ 1.99
JJ136	Dawn	Dish Soap (24 oz)	10	\$ 2.99
KK137	Dixie	Paper Plates (100-pack)	106	\$ 4.99

Figure 1: VLOOKUP References

Here we demonstrate how to set up a VLOOKUP function that returns the market price of a product based on the internal item code, where the data is organized “vertically.” Cell L3 should have an entry that resembles the following:

= VLOOKUP(\$H3, \$B\$3:\$F\$52, 5, 0)

Note that the first argument uses a mixed reference where the column is kept constant at H, as we may be copying and pasting the cell L3 to the left. Meanwhile, the second argument, which is the range of lookup, remains constant across all cases and uses absolute references. If all goes well, the function should return the price of the Samsung Smart LED TV, which is \$599.99.

The final option of whether you would like to enforce an exact match or not comes with some conditions of its own. Users may choose to allow for an approximate match by specifying the last argument as 1. However, the exact method how VLOOKUP function handles these approximate matches is to return the value from the “previous” value. For instance, if individuals’ ID numbers are sorted, and we are looking for individual 75 where individual 75 does not exist, VLOOKUP will return the values assigned to individual 74. This function is rarely used, but it is useful to know how Excel deals with some of these issues.

Topic 2. The HLOOKUP Function

Similar to the VLOOKUP function we covered in a previous class, the HLOOKUP function returns a certain value. While the VLOOKUP function looks *vertically* down the first column of the table array to find the unique identifier, the HLOOKUP function looks *horizontally* across the first row of the table array to find the identifier.

Ticker	Asset	Asset Type	Quantity	Purchase Price	Current Price
AAPL	Apple Inc.	Stocks	100	\$15,000.00	\$17,500.00
MSFT	Microsoft	Stocks	75	\$20,000.00	\$22,000.00
AMZN	Amazon.com	Stocks	50	\$320,000.00	\$350,000.00
GOOGL	Google	Stocks	60	\$250,000.00	\$270,000.00
IBM	IBM	Stocks	40	\$13,000.00	\$12,000.00
TSLA	Tesla Inc.	Stocks	30	\$65,000.00	\$70,000.00
JNJ	Johnson & Johnson	Stocks	50	\$15,000.00	\$16,000.00
PG	Procter & Gamble	Stocks	60	\$13,000.00	\$14,000.00
XOM	Exxon Mobil	Stocks	70	\$6,000.00	\$6,500.00
NFLX	Netflix Inc.	Stocks	40	\$45,000.00	\$48,000.00
SPY	SPDR S&P 500 ETF	ETFs	25	\$40,000.00	\$42,000.00
XLK	Shares Tech ETF	ETFs	30	\$15,000.00	\$16,000.00
BND	Vanguard Bond ETF	ETFs	100	\$8,000.00	\$8,500.00
EEM	Shares Emerging Markets ETF	ETFs	35	\$4,500.00	\$4,800.00
USGOV	US Treasury	Bonds	500	\$100,000.00	\$102,000.00
CORP	Corporate Bond	Bonds	300	\$12,000.00	\$12,200.00
MUNI	Municipal Bond	Bonds	200	\$9,000.00	\$9,200.00
HYLD	High-Yield Bond	Bonds	150	\$7,500.00	\$7,800.00
TIPS	Treasury Inflation-Protected Securities	Bonds	75	\$11,000.00	\$11,200.00
VNQ	Real Estate ETF	Real Estate	15	\$10,000.00	\$10,500.00

Figure 2: VLOOKUP

Property Code	RE001	RE002	RE003	RE004
State	CA	TX	NY	FL
County	Los Angeles	Harris	Queens	Miami-Dade
City	Los Angeles	Houston	New York	Miami
Square Footage	2000	1800	2200	1600
Bedrooms	3	4	5	2
Bathrooms	2.5	3	4	2
Garage Spaces	2	2	3	1
Year of Construction	1990	1985	2005	1980
Renovation Year	2015	2020	2018	2019
Days on the Market	30	45	60	15
Asking Price	\$550,000	\$400,000	\$750,000	\$300,000
Flooring	Hardwood	Carpet	Hardwood	Tile
Heating	Central	Radiant	Forced Air	Central
Cooling	Central	Central	Central	Window
HOA	\$300	\$250	\$400	\$150

Figure 3: HLOOKUP

HLOOKUP is used when the unique ID is aligned in a single row, as shown in Figure 3, and VLOOKUP is appropriate when the data is arranged like Figure 2, where the unique ID is aligned in a single column. The syntax of HLOOKUP is similar to that of VLOOKUP.

= HLOOKUP(LOOKUP VALUE,
 RANGE WHERE LOOKUP VALUE IF LOCATED,
 ROW NUMBER IN THE RANGE CONTAINING VALUE TO RETURN,
 [EXACT/APPROXIMATE MATCH])

Navigate to the worksheet HLOOKUP_DATA in the workbook BUSI201-LEC07-Workbook.xlsx. You should find a table with information on some real estate properties on the market in various regions across the U.S. Suppose you want to extract information on the county the property is located in, the number of bedrooms and bathrooms, and the asking price of four properties: RE008, RE002, RE010, and RE001. Fill out the table located in cells B20:F24.

The screenshot shows an Excel spreadsheet with two tables. The first table is a data table with 11 columns (Property Code, RE001-RE010) and 17 rows of property details. The second table is a smaller table with 5 columns (Property Code, County, Bedrooms, Bathrooms, Asking Price) and 5 rows, where the data cells are highlighted in yellow.

Property Code	RE001	RE002	RE003	RE004	RE005	RE006	RE007	RE008	RE009	RE010
State	CA	TX	NY	FL	IL	AZ	WA	CO	NC	GA
County	Los Angeles	Harris	Queens	Miami-Dade	Cook	Maricopa	King	Denver	Wake	Fulton
City	Los Angeles	Houston	New York	Miami	Chicago	Phoenix	Seattle	Denver	Raleigh	Atlanta
Square Footage	2000	1800	2200	1600	2500	1900	2800	2100	2300	1950
Bedrooms	3	4	5	2	4	3	4	3	4	3
Bathrooms	2.5	3	4	2	3.5	2.5	3.5	2.5	3	2.5
Garage Spaces	2	2	3	1	2	2	3	2	2	1
Year of Construction	1990	1985	2005	1980	1995	2002	2010	1988	1998	2008
Renovation Year	2015	2020	2018	2019	2016	2021	2017	2020	2015	2019
Days on the Market	30	45	60	15	75	40	90	55	70	50
Asking Price	\$550,000	\$400,000	\$750,000	\$300,000	\$600,000	\$350,000	\$800,000	\$450,000	\$475,000	\$380,000
Flooring	Hardwood	Carpet	Hardwood	Tile	Hardwood	Carpet	Hardwood	Tile	Carpet	Hardwood
Heating	Central	Radiant	Forced Air	Central	Radiant	Forced Air	Radiant	Forced Air	Radiant	Forced Air
Cooling	Central	Central	Central	Window	Central	Central	Central	Central	Central	Central
HOA	\$300	\$250	\$400	\$150	\$300	\$200	\$500	\$250	\$300	\$200

Property Code	County	Bedrooms	Bathrooms	Asking Price
RE008				
RE002				
RE010				
RE001				

Figure 4: The HLOOKUP_DATA Sheet

For instance, to find the number of bedrooms for property code RE002 in cell D22, we can use the HLOOKUP function as follows:

$$= \text{HLOOKUP} (\$J2, \$C\$2 : \$L\$17, 5, 0)$$

Topic 3. The XLOOKUP Function

We have covered two distinct types of lookup functions: the VLOOKUP for data that are stacked *vertically*, and the HLOOKUP for data that are stacked *horizontally*. It is challenging to think of any other method of organizing data that is comprehensible, while neither being stacked vertically nor horizontally. So, you may wonder, what is the purpose of this XLOOKUP function?

The primary limitation of the VLOOKUP and HLOOKUP functions is that the lookup value (unique identifier) must be located in the first column/row, respectively. This restriction exists because VLOOKUP returns values to the *right* of the lookup value, and HLOOKUP returns values *below* the lookup value. For instance, refer to Figure 5, which represents a hypothetical data sheet from a hospital system, where individuals are uniquely identified by their patient ID number.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
21															
22															

Figure 5: The XLOOKUP_DATA Sheet

While the data is organized *vertically*, we may be tempted to use the VLOOKUP function. However, we can observe that the unique patient ID is located in column E, which is in the middle of the table. Therefore, if we want to use the unique patient ID to look up information about this patient, we can use the XLOOKUP function. The syntax of the XLOOKUP function is as follows:

= XLOOKUP(LOOKUP VALUE,
RANGE WHERE THE LOOKUP VALUE IS LOCATED,
RANGE WHERE THE RETURN VALUE IS LOCATED,
[WHAT TO RETURN WHEN LOOKUP VALUE NOT FOUND],
[EXACT/APPROXIMATE MATCH], [SEARCH DIRECTION])

The arguments are similar, but not identical to those of VLOOKUP. Let's go over the correct solution for cell M3, where we attempt to find the full name of PID-006:

= XLOOKUP (\$L3, \$E\$3:\$E\$22, \$C\$3:\$C\$22, "Not Found", 0, 1)

Please see Figure 6 for the color-coded zones chosen as arguments in the XLOOKUP function.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
21															
22															

Figure 6: An Example of XLOOKUP

The Three “Optional” Arguments

There are three optional arguments in the XLOOKUP function, and they function as follows:

- 4th Argument:
[WHAT TO RETURN WHEN LOOKUP VALUE IS NOT FOUND]
Value to return when XLOOKUP cannot find the lookup value in the data.
- 5th Argument:
[EXACT/APPROXIMATE MATCH]
Identical to VLOOKUP. Typically, we use only the exact match, so we usually stick to “0.”
- 6th Argument:
[SEARCH DIRECTION]
The default (1) is a “Top-to-Bottom” search. However, we can also use “-1” if we want Excel to search the data “Bottom-to-Top.”

Topic 4. The AND / OR Functions

Up to this point, we have covered functions that can either take a single condition, such as the IF or VLOOKUP functions, and functions that can evaluate multiple conditions, like the SUMIFS function. For functions that only accept a single condition argument, we can use the AND and/or OR functions to assess multiple conditions in a single line.

Order ID	Date	Customer	Sales Rep	Category	Item ID	Quantity	Revenue	Profit	Margin
ORD202309100001	9/10/2023	John Smith	Alice Johnson	Electronics	E123	14	\$ 742.16	\$ 36.37	4.90%
ORD202309100002	9/10/2023	Emily Davis	Michael Wilson	Clothing	C456	10	\$ 317.25	\$ 26.65	8.40%
ORD202309100003	9/10/2023	Robert Brown	Jessica Miller	Home Appliances	HA789	1	\$ 111.46	\$ 3.90	3.50%
ORD202309100004	9/9/2023	Sarah Johnson	David Smith	Electronics	E123	8	\$ 232.96	\$ 19.57	8.40%
ORD202309100005	9/9/2023	James Wilson	Jennifer White	Clothing	C456	7	\$ 501.58	\$ 24.58	4.90%
ORD202309100006	9/8/2023	Linda Davis	Michael Wilson	Home Appliances	HA789	13	\$ 94.57	\$ 5.01	5.30%
ORD202309100007	9/8/2023	William Brown	Alice Johnson	Electronics	E123	9	\$ 773.49	\$ 57.24	7.40%
ORD202309100008	9/7/2023	Susan Johnson	Jessica Miller	Clothing	C456	8	\$ 83.67	\$ 6.86	8.20%
ORD202309100009	9/7/2023	Michael Smith	David Smith	Home Appliances	HA789	10	\$ 351.30	\$ 18.62	5.30%
ORD202309100010	9/6/2023	Olivia White	Jennifer White	Electronics	E123	5	\$ 685.80	\$ 25.37	3.70%
ORD202309100011	9/6/2023	Henry Davis	Alice Johnson	Clothing	C456	5	\$ 561.59	\$ 55.60	9.90%
ORD202309100012	9/5/2023	Emily Johnson	Michael Wilson	Home Appliances	HA789	11	\$ 714.00	\$ 26.42	3.70%
ORD202309100013	9/5/2023	William Wilson	Jessica Miller	Electronics	E123	8	\$ 654.04	\$ 27.47	4.20%
ORD202309100014	9/4/2023	Susan Davis	David Smith	Clothing	C456	10	\$ 971.59	\$ 43.72	4.50%
ORD202309100015	9/4/2023	James Brown	Jennifer White	Home Appliances	HA789	8	\$ 724.91	\$ 7.97	1.10%
ORD202309100016	9/3/2023	Linda Johnson	Alice Johnson	Electronics	E123	6	\$ 189.02	\$ 2.84	1.50%
ORD202309100017	9/3/2023	Robert Smith	Michael Wilson	Clothing	C456	4	\$ 957.49	\$ 72.56	8.10%
ORD202309100018	9/2/2023	Sarah Davis	Jessica Miller	Home Appliances	HA789	12	\$ 130.52	\$ 10.31	7.90%
ORD202309100019	9/2/2023	Olivia Brown	David Smith	Electronics	E123	12	\$ 877.39	\$ 21.06	2.40%
ORD202309100020	9/1/2023	Michael Wilson	Jennifer White	Clothing	C456	7	\$ 475.29	\$ 15.21	3.20%

Revenue > 500 AND Profit Margin > 5%	Revenue > 500 OR Profit Margin > 5%	Revenue < 500 AND Profit Margin < 5%	Revenue < 500 OR Profit Margin < 5%

Figure 7: The AND_OR Sheet

If we want to populate cell M3 with an indicator to check if the order ID ORD202309100001 generated revenue greater than \$500 and if the profit margin for filling that order was greater than 5%, we can use a simple IF function:

$$= \text{IF}(I3 > 500, \text{IF}(K3 > 0.05, 1, 0), 0)$$

Meanwhile, if we aim to fill cell N3:

$$= \text{IF}(\text{I3} > 500, 1, \text{IF}(\text{K3} > 0.05, 1, 0))$$

When checking between two conditions, this is relatively straightforward. However, we may encounter situations where we need to verify if an entry satisfies dozens of conditions simultaneously or if it satisfies at least one of a dozen conditions. In such scenarios, we can rely on the AND or OR functions to streamline this process.

The AND Function

Consider the worksheet AND_OR in the workbook BUSI201-LEC07-Workbook.xlsx. You will find some sales data, but for this exercise, we will focus on the revenue (column I) and the profit margin (column K). Suppose we want to create a column that acts as an indicator. For example, column M should display:

$$M3 = \begin{cases} 1, & \text{if Revenue} > 500 \text{ and Profit Margin} > 5\% \\ 0, & \text{otherwise} \end{cases}$$

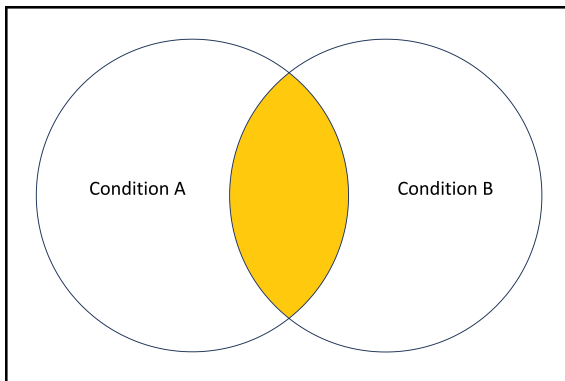


Figure 8: AND Function Diagram

To achieve this goal, we can use the AND function, which returns TRUE if all the conditions provided as arguments are met simultaneously. In other words, the AND function will return TRUE only if all logic tests pass, and it will return FALSE if any of the conditions are not met.

Visualized in a Venn diagram as shown in Figure 8, the AND function will yield TRUE for objects in the shaded zone, representing the intersection of two sets.

The basic syntax of the AND function is as follows:

$$= \text{AND}(\text{LOGIC_TEST_1}, [\text{LOGIC_TEST_2}], \dots)$$

For cell M3, we can use the AND function as follows:

$$= \text{AND}(\text{I3} > 500, \text{K3} > 0.05)$$

Please note that there is no need to use absolute/mixed references in this case, and percentages are represented in the numerical form of 0.05, not as 5%. Try filling the remaining cells in column M using the AND function and column O with the corresponding conditions.

The OR Function

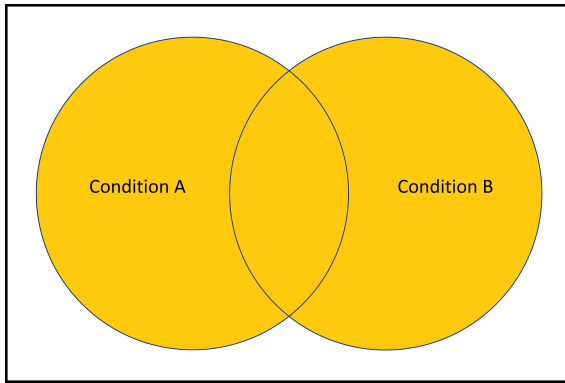


Figure 9: OR Function Diagram

Another useful function to employ when checking multiple conditions simultaneously is the OR function. In terms of set theory, the OR function is the *union* equivalent of the AND function, as shown in Figure 9.

In other words, it returns TRUE if *any* of the conditions are met and will return FALSE only if *none* of the conditions are met. We can use the OR function to fill out the cells in columns N and P.

Since the syntax of the OR function is identical to that of the AND function, cell N3 should read:

$$= \text{OR} (I3 > 500, K3 > 0.05)$$

We can also combine the AND and OR functions in conjunction with the IF function to output 0 for FALSE and 1 for TRUE. The syntax will be:

$$= \text{IF} (\text{AND} (\text{LOGIC_TEST_1}, [\text{LOGIC_TEST_2}], \dots), 1, 0)$$

Topic 5. Helper Columns

In many scenarios, especially when dealing with multiple conditions, it's useful to employ what is known as a *helper column*. Please navigate to the HELPER sheet, which is essentially a copy of the AND_OR sheet with two new columns. We will populate columns M and N with information that can assist us.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
	Order ID	Date	Customer	Sales Rep	Category	Item ID	Quantity	Revenue	Profit	Margin		Revenue > \$500	Profit Margin > 5%	Revenue > \$500 AND Profit Margin > 5%	Revenue > \$500 OR Profit Margin > 5%	Revenue < \$500 AND Profit Margin < 5%	Revenue < \$500 OR Profit Margin < 5%		
3	ORD00239100001	9/10/2023	John Smith	Alice Johnson	Electronics	E123	14	\$ 742.16	\$ 36.37	4.90%									
4	ORD00239100002	9/10/2023	Emily Davis	Michael Wilson	Clothing	C456	10	\$ 317.25	\$ 26.65	8.40%									
5	ORD00239100003	9/10/2023	Robert Brown	Jessica Miller	Home Appliances	HA789	1	\$ 111.46	\$ 3.90	3.50%									
6	ORD00239100004	9/9/2023	Sarah Johnson	David Smith	Electronics	E123	8	\$ 232.96	\$ 19.57	8.40%									
7	ORD00239100005	9/8/2023	James Wilson	Jennifer White	Clothing	C456	7	\$ 501.58	\$ 26.58	5.30%									
8	ORD00239100006	9/8/2023	Linda Davis	Michael Wilson	Home Appliances	HA789	13	\$ 94.57	\$ 5.01	5.30%									
9	ORD00239100007	9/8/2023	William Brown	Alice Johnson	Electronics	E123	9	\$ 773.49	\$ 57.24	7.40%									
10	ORD00239100008	9/7/2023	Susan Johnson	Jessica Miller	Clothing	C456	8	\$ 81.67	\$ 6.86	8.39%									
11	ORD00239100009	9/7/2023	Michael Smith	David Smith	Home Appliances	HA789	10	\$ 351.30	\$ 18.62	5.30%									
12	ORD00239100010	9/6/2023	Olivia White	Jennifer White	Electronics	E123	5	\$ 685.80	\$ 25.37	3.70%									
13	ORD00239100011	9/6/2023	Henry Davis	Alice Johnson	Clothing	C456	5	\$ 361.59	\$ 39.69	9.90%									
14	ORD00239100012	9/5/2023	Emily Johnson	Michael Wilson	Home Appliances	HA789	11	\$ 714.00	\$ 26.42	3.70%									
15	ORD00239100013	9/5/2023	William Wilson	Jessica Miller	Electronics	E123	8	\$ 654.04	\$ 27.47	4.20%									
16	ORD00239100014	9/4/2023	Susan Davis	David Smith	Clothing	C456	10	\$ 971.59	\$ 41.72	4.50%									
17	ORD00239100015	9/4/2023	James Brown	Jennifer White	Home Appliances	HA789	8	\$ 724.91	\$ 7.97	1.10%									
18	ORD00239100016	9/3/2023	Linda Johnson	Alice Johnson	Electronics	E123	6	\$ 399.02	\$ 2.84	0.70%									
19	ORD00239100017	9/3/2023	Robert Smith	Michael Wilson	Clothing	C456	4	\$ 957.49	\$ 77.56	8.10%									
20	ORD00239100018	9/2/2023	Sarah Davis	Jessica Miller	Home Appliances	HA789	12	\$ 130.52	\$ 10.31	7.90%									
21	ORD00239100019	9/2/2023	Olivia Brown	David Smith	Electronics	E123	12	\$ 877.39	\$ 21.06	2.40%									
22	ORD00239100020	9/1/2023	Michael Wilson	Jennifer White	Clothing	C456	7	\$ 475.29	\$ 15.21	3.20%									

Figure 10: The HELPER Sheet

In cells M3 and N3 of the HELPER sheet, we can utilize the IF function to create "indicator" variables indicating whether the revenue generated from the order exceeds \$500 and whether the profit margin is greater than 5%. You can use the following formulas to achieve the result shown in Figure 11:

$$M3 := \text{IF}(I3 > 500, 1, 0)$$

$$N3 := \text{IF}(J3 > 0.05, 1, 0)$$

Now that the helper columns are ready, filling out the original table becomes more straightforward.

Order ID	Date	Customer	Sales Rep	Category	Item ID	Quantity	Revenue	Profit	Margin	Revenue > \$500	Profit Margin > 5%	Revenue > \$500 AND Profit Margin > 5%	Revenue > \$500 OR Profit Margin > 5%	Revenue < \$500 AND Profit Margin < 5%	Revenue < \$500 OR Profit Margin < 5%
ORD202309100001	9/10/2023	John Smith	Alice Johnson	Electronics	E123	34	\$ 742.16	\$ 36.37	4.90%	1	0	0	1	0	0
ORD202309100002	9/10/2023	Emily Davis	Michael Wilson	Clothing	CA56	10	\$ 317.25	\$ 26.00	8.20%	0	1	0	1	0	0
ORD202309100003	9/10/2023	Robert Brown	Jessica Miller	Home Appliances	HA789	1	\$ 111.46	\$ 3.90	3.50%	0	0	0	0	0	0
ORD202309100004	9/9/2023	Sarah Johnson	David Smith	Electronics	E123	8	\$ 232.96	\$ 19.57	8.40%	0	1	0	1	0	0
ORD202309100005	9/9/2023	James Wilson	Jennifer White	Clothing	CA56	7	\$ 301.58	\$ 24.38	8.09%	1	0	0	1	0	0
ORD202309100006	9/8/2023	Linda Davis	Michael Wilson	Home Appliances	HA789	13	\$ 94.57	\$ 3.03	3.20%	0	1	0	1	0	0
ORD202309100007	9/8/2023	William Brown	Alice Johnson	Electronics	E123	9	\$ 773.49	\$ 57.24	7.40%	1	1	1	1	0	0
ORD202309100008	9/7/2023	Susan Johnson	Jessica Miller	Clothing	CA56	8	\$ 81.67	\$ 6.86	8.39%	0	1	0	1	0	0
ORD202309100009	9/7/2023	Michael Smith	David Smith	Home Appliances	HA789	10	\$ 351.30	\$ 18.62	5.30%	0	1	0	1	0	0
ORD202309100010	9/6/2023	Olivia White	Jennifer White	Electronics	E123	5	\$ 685.80	\$ 23.37	3.40%	1	0	0	1	0	0
ORD202309100011	9/6/2023	Henry Davis	Alice Johnson	Clothing	CA56	5	\$ 561.59	\$ 55.00	9.80%	1	1	1	1	0	0
ORD202309100012	9/5/2023	Emily Johnson	Michael Wilson	Home Appliances	HA789	11	\$ 714.00	\$ 26.42	3.70%	1	0	0	1	0	0
ORD202309100013	9/5/2023	William Wilson	Jessica Miller	Electronics	E123	8	\$ 654.04	\$ 27.47	4.20%	1	0	0	1	0	0
ORD202309100014	9/4/2023	Susan Davis	David Smith	Clothing	CA56	10	\$ 971.59	\$ 43.72	4.50%	1	0	0	1	0	0
ORD202309100015	9/4/2023	James Brown	Jennifer White	Home Appliances	HA789	8	\$ 724.91	\$ 7.97	1.10%	1	0	0	1	0	0
ORD202309100016	9/3/2023	Linda Johnson	Alice Johnson	Electronics	E123	6	\$ 189.02	\$ 2.84	1.50%	0	0	0	0	0	0
ORD202309100017	9/3/2023	Robert Smith	Michael Wilson	Clothing	CA56	4	\$ 957.49	\$ 77.56	8.10%	1	1	1	1	0	0
ORD202309100018	9/2/2023	Sarah Davis	Jessica Miller	Home Appliances	HA789	12	\$ 130.52	\$ 10.31	7.90%	0	1	0	1	0	0
ORD202309100019	9/2/2023	Olivia Brown	David Smith	Electronics	E123	12	\$ 877.39	\$ 21.06	2.40%	1	0	0	1	0	0
ORD202309100020	9/1/2023	Michael Wilson	Jennifer White	Clothing	CA56	7	\$ 479.29	\$ 15.21	3.20%	0	0	0	0	0	0

Figure 11: Helper Columns Filled Out

For example, consider cell P3, where we want to check if the order generates more than \$500 in revenue and also has a profit margin greater than 5%:

$$= \text{IF}(M3+N3=2, 1, 0)$$

The condition $M3+N3=2$ is met only when both the revenue and profit conditions are satisfied. Therefore, it's equivalent to using the AND function or writing out the slightly longer nested IF function.