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Weighted averages worksheet pdf

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A common reporting challenge in Excel is merging sets of data, such as combining monthly numbers for a quarterly or annual total. Adding up simple metrics is obvious, but what do you do with things like the average position or conversion rate? [Hint: you should not average or total anything that is already an average or ratio] 207,001 impressions with avg position of 35.7 + 735,462 impressions with avg position of 55.1 = 942,463 impressions with avg position of ??? CTR is Click-Through-Rate; Position is Average Position Our objective is to calculate the average position for each of the 3 device types in the fewest number of steps possible. A complication is that the 2 sets of data may be in different orders (desktop/mobile/tablet vs mobile/desktop/tablet), and some values may be missing from each data set (mobile/desktop). Cost Effective Reporting From Your Computer and Microsoft Excel – Analytics Edge Add-in The Lure of the Weighted Average Rates and averages are calculated metrics, and they are all based on a sample or 'population' of data. In the example above, an average position of 35.7 (highlighted in yellow) is based on a specific group of 207,001 impressions. The actual math behind that average position involves adding up all the individual position values and dividing by the total number of impressions — that gives us an 'average': avg position = (sum of positions) / (sum of impressions) When combining calculated metrics like these, the size of each group is important — combining a small sample into a larger sample should not affect the overall average much (it should be closer to 55.1 than to 35.7 in the example above). What we want is a "weighted" average, where the size of the sample is taken into account when the numbers are combined. Searching for a typical formula for a weighted average yields something like this — you multiply each average by a weighting factor that is calculated from the proportion of the impressions they represent, then add them together: weighted average = avg position1 * impressions1 / (impressions1 + impressions2) + avg position2 * impressions2 / (impressions1 + impressions2) Just describing it sounds complicated, and this formula is hard to implement, especially with large data sets. It would require looking up matching rows, then calculating the proportion or "weight", then applying that to the avg position number, and finally adding them together. That is a lot of lookups and calculations, and it could be very slow. Excel Automation Without Programming – Analytics Edge Add-in Simplifying the Problem, and the Solution In situations like this, we need to restate the problem in a way that is easier (faster) to solve. Going back to the simple formula for the average, we can assume that if the average position is the sum of positions divided by the number of impressions, then the average position for the combined data should be the sum of all of the positions, divided by the sum of all of the impressions: avg position = (sum of positions1 + sum of positions2) / (impressions1 + impressions2) It sounds a lot simpler than the formula above, and if you are good at math formula substitutions, you can actually show this will result in exactly the same number. The difference is that it involves a number we don't have in our data: the "sum of positions". But that is easy enough to calculate; since the avg position is (sum of positions)/impressions, then we know: sum of positions = avg position * impressions Believe it or not, we now have a really simple way to combine our average with a few simple steps in a spreadsheet: append one data set to the other add a column calculating (avg position * impressions) called "sum of positions" combine duplicate rows, summing the numbers in matching rows (Sort and Subtotal in Excel) calculate a new avg position = (sum of positions)/(sum of impressions) Interactive Functions, Quick Queries and Wizard-Based Macros – Analytics Edge Add-in A Generic Approach If you apply the same thinking to the click-through-rate (ctr) in a standard Google Search report, you will realize that you already have the clicks and impressions (they are default metrics) that are needed to calculate ctr (ctr = clicks/impressions). All you need to do is to append the data, combine the duplicate rows, then calculate the new ctr column from clicks/impressions. The 'extra' step for the avg position in the first example exists because we did not start with one of the 'base' metrics behind the calculated metric — the (sum of positions). Going back to the step-by-step list, we can make it more generic: append one data set to the other if you need to combine calculated metrics (average, rate, percentage), then first break them down into their base metrics* combine duplicate rows, summing the numbers in every column recalculate the calculated metrics from the (summed) base metrics * Note: if you can, include the base metrics in your query to eliminate the need for the second step. e.g. include Bounces and Sessions in your query instead of the Bounce Rate. Analytics Edge Add-in for Excel: Automation Without Coding While you could do all of this manually in Excel, this kind of step-by-step math is what the Analytics Edge Core Add-in is made for; and the whole process can be automated in a couple of minutes as this video shows. Free for 30 days — download now! Base Metrics for Common Rates and Averages Your first challenge is to figure out what the base metrics are for any rate or average metric you are using. You can then include those metrics in your query, or calculate them from the data you do have. Here are some of the common ones for Google Search and Google Analytics: click-through rate = clicks / impressions bounce rate = bounces / sessions % new sessions = new users / sessions avg session duration = session duration / sessions goal conversion rate = goal completions / sessions avg order value = revenue / sessions ecommerce conversion rate = transactions / sessions Embedded in Excel (Table of Contents) How to Enable or Add Embedded Objects in Excel? Introduction to Embedded in Excel With the help of Embed in Excel, we can link a table of excel with the data in a Word file. If there are any changes made in the Excel table, it will automatically be applied to the Word file only if the files are in the same location or folder. To use Embed in Excel, go to Insert menu ribbon and select Object under the Text section. Now browse and select the file which we want to link with Excel. Once we do that, we will be able to see the changes getting reflected in the Word file if we do anything in the Excel file. It is a technique to insert data files from one Programme into another. It also provides an option to insert outside media for design customization. When you click on the Insert tab in the toolbar, under the Text group, select or click on Object. When & Where to Use Embedded Objects? If you don't want to update the copied data when it changes in the source file, you can use an embedded object. Below mentioned objects can be added. i.e. Images, clipart, pictures, audio file, Word document, PDF, PPT, Excel spreadsheet & HTML document. The embedded object plays an important role during a meeting or to share more comprehensive information when you send the spreadsheet to a co-worker. How to Enable or Add Embedded Objects in Excel? Let's check out the various file types or an embedded object that can be added in excel. In the below-mentioned example, I have an excel file named as "Embedded", in that I have selected the cell "A2", where I need to insert a pdf file as an embedded object. I need to select a cell "A6" in a spreadsheet where I want to insert the object & and increase the row size, i.e. row height & column width, for better visibility. Once you select cell "A2" under the excel toolbar, select the "Insert" tab; in that, click "Object" in the Text group to open the Object dialog box. Now the object window will appear. In that object window, you will see two options. Create New – It will create a new file and embed it in the worksheet. Create from File – It will embed an existing file in the worksheet. You need to select the "Create from File" tab. As we add a PDF file, you need to select "Adobe Acrobat Document" under the object type. Check or tick the box of the display as Icon. The file name window appears where you need to locate the file, which you want to attach. Click the file to select it and click the "Insert" button. Select the PDF file that you want to embed and click on Open (PDF File Name: Layers in Photoshop); this step will insert a PDF file in the worksheet. As soon as the PDF is inserted into the worksheet, the PDF also opens by default. You can close the PDF file and continue to work with Excel. PDF appears in cell "A2" as an "Embedded" object (just like shapes or charts), and you can resize it based on your choice and place it anywhere in the worksheet. Now, at last, if you double click on the pdf object, that PDF file will get opened. Simultaneously you can insert multiple PDFs or other files by following the above-mentioned steps. How to Insert the Embedded PDF File Object? Let's look at how to insert an embedded PDF file object or icon in a cell. AN embedded PDF file in Excel is inserted as an object sometimes, sits above the worksheet cells. The position of the object remains stagnant when you increase the column width or if you move a cursor of a mouse down to other cells. To fix this, right-click on the PDF object icon and select Format Object. (If you have multiple other PDF or word files embedded, you can simultaneously select all and then right-click and select the Format Object option.). Once you select the Format Object option, the Format Object dialog box appears; in that, select Properties tab and under the object positioning, select the option 'Move and size with cells. When you embed a PDF file in Excel, it gets a generic name such as "Adobe Acrobat Document". You have an option to change the PDF name for a better appearance. The below-mentioned steps can change the name of the PDF object: Select the PDF object, right-click on the PDF object and select the Convert to option in the Acrobat Document Object. In the Convert dialog box, click on the Change Icon button, change icon button dialog box appears; under that browse file type, select that PDF file which is represented as an object. Change the caption to the name of the embedded PDF document, i.e. I have changed to Layers in Photoshop. Now, click OK; this will automatically change the name of the embedded PDF file. Change Icon feature is also available to change the appearance of an icon OR object that represents the embedded file. There is a various list of options that appears in the ICON dropdown under the Change Icon window. Difference between Linked and Embedded Objects Linked objects will be present as separate files, and they can be updated, linked object is linked to the source file, The source file updates the linked object. Whereas Embedded objects are stored in the workbook where they are inserted in, they cannot update. Things to Remember About Embedded Objects in Excel Embedded files in excel can also be displayed as links or icons. With the help of go to a special feature in Excel, you can find & select all the embedded object in a worksheet. Select the specified worksheet where you need to find out all embedded objects. Recommended Articles This is a guide to Embedded in Excel. Here we discuss How to insert Embedded Objects in Excel along with practical examples and a downloadable excel template. You can also go through our other suggested articles –

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