

Unit 5 – Grader Project – High West Fashions

Things to Consider

Remember you have unlimited attempts on these assignments. Please consider doing it as many times as you like in order to get the best score.

Instruction 3 – When you edit the Range Name, it appears that a **space** is in the instruction. Remember that you **cannot have spaces** within range names. Keep the **underscore** in the name.

Note to MAC Users – You will use Define Names to change the name from Design_Fee to Design_Fees2021. You will also need to delete the Design_Fee range name.

Watch the Short Video Tutorial - <https://youtu.be/CjYeaLZOizI>

Instruction 4 – Creating the formulas for this step is a bit tricky for this business. This business makes it money by via clicks on their web site. This will help you better understand the formulas needed for Gross Profit and Net Profit. Remember to use the name ranges in the formula.

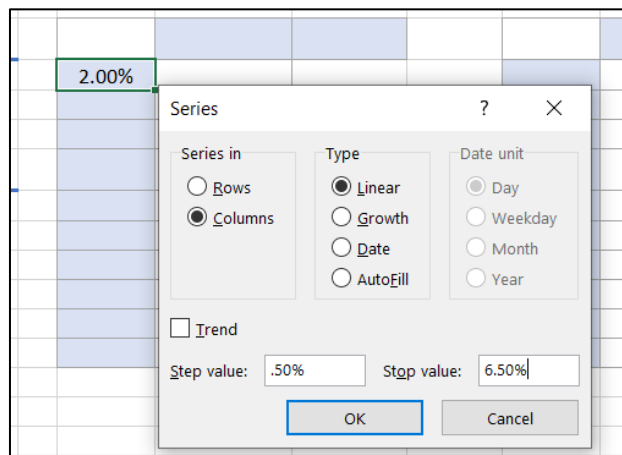
- **Gross Profit = Total Clicks multiplied by the Profits Per Click.**
- **Net Profit = Gross Profit -Design Fees-Total Clicks*Cost Per Ad**

Instruction 5 – MAC User Only – Learn how to Paste the range names:

Watch the Short Video Tutorial - <https://youtu.be/7L6aJEpYHOE>

Instruction 6 – If you have done the Goal Seek correctly, you should end up with a **Click Rate of 6.83%**.

Instruction 7 – You can type in each value is if you wish but that is not using Excel efficiently. Use the Fill Series to quickly fill values. This value is the **Click (Response) Rate**. *NOTE – Make sure to have two decimals displayed in order for the correct values to be filled.*



Instruction 8 – You need to use cell named references for B12, and B13. Do not physically type in the names. It will seem strange that numbers will appear in these cells. That is what is supposed to happen. For B12, you will use a cell reference and not use the named range.

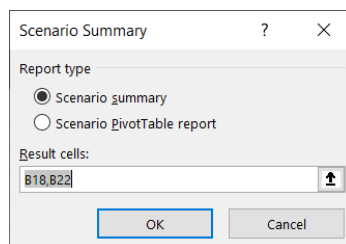
Instruction 9 – When figuring out which value will be the input cell; you are trying to evaluate what the Gross and Net Profits if the **Click (Response) Rate** were different values. Remember that the different rates are on in a column.

Instruction 13 – Use cell B13 to enter a reference to cell I3 to be able to complete the data table.

Instruction 14 – When figuring out which values will be the input cells; you are trying to see what would to the Net Profits if the **Click (Response) Rate** and **Number of Ads** purchased were different values. Remember that the different rates are in a column and the ads are in a row.

Instruction 15, 16, and 17 – Use \$B\$4:\$B\$5 for the Changing Cell range in each scenario.

Instruction 18 – When generating the Scenario Summary Report, make sure you are referencing the correct cells (see screen shot below).



After **Instruction 23**, the Solver dialog box should look like the screen below:

