EXERCISE 36

Common Grounds is a coffee company interested in expanding its business to Toledo, Ohio. Common Grounds surveyed different seg-ments of the population in that city about their coffee-drinking habits. The objective of the survey was to project coffee-drinking trends over the next five years and then to determine whether or not to expand the business into Toledo.

You have been asked to prepare a series of charts from the data that was gathered. The survey results and the charts will be included in the company's business plan.

Create

Directions

1. Go to www.office.com, and log in with your SUHSD e-mail address and school password. Click on the Excel icon, and then choose the "new blank workbook" button. Name the file at the top of the screen **4.36coffee**.

2. Name the worksheet tab COFFEE DATA. Create the workbook shown below in Figure 36.1.

3. Both of the charts you are going to create should be on the same tab with the spreadsheet below.

Common Grounds

Potential Customers	2006	2007	2008	2009	2010
Teens	3,000	12,800	6,000	8,700	12,555
College Students	25,000	20,000	26,000	35,000	14,900
Office Workers	23,000	15,000	40,000	28,000	28,000
Senior Citizens	15,000	25,000	8,000	12,500	45,000
TOTAL	66,000	72,800	80,000	84,200	100,455

Figure 36.1 "4.36coffee"

3. Create a line chart, showing the yearly trend of each type of coffee drinker.
   a. Use an appropriate title for the chart.
   b. Include x- and y-axis titles (if appropriate).
   c. Position the legend as you prefer.
   d. Include appropriate data labels for the chart.
   e. Name the chart tab DEMO TREND.
   f. Enhance the chart as you prefer.

4. Create a stacked column chart showing total coffee drinkers by demographic.
   a. Use an appropriate title for the chart.
   b. Include x- and y-axis titles (if appropriate).
   c. Position the legend as you prefer.
   d. Include appropriate data labels for the chart.
   e. Name the chart tab DEMO BREAKDOWN.
   f. Enhance the chart as you prefer.

5. Share the filw with MC. Click the "share" button in the upper right of the program, and enter "lmclean@suhsd.net" (MC's e-mail adress) in the box and click send.

6. Congratulations....this was your last Excel Spreadsheet for the year, and also your last chart.