Region/Store	Type of Event	Date(s)	Avg Daily Sales	Comparison	Medium	TV Supplier	Radio Supplier
Melbourne	Sale		6,335		TV	Nine Network	
Newcastle	Sale		3,674		Radio		KOFM
Gold Coast	Sale		3,765		TV	Prime7	
Brisbane	Campaign		4,342		Radio		97.3
Gold Coast	Campaign		3,473		Radio		SeaFM
Perth	Sale		2,895		TV	WIN	
Gold Coast	Sale		5,543		Radio		ATN
Sydney	Campaign		6,431		TV	Seven Network	
Gold Coast	Sale		4,635	2.5	Radio		Gold FM

So because the value in D10 relates to the "Gold Coast" region (A10) and is a Sale (B10), the formula in E10 would be the average of all values in column D that have Gold Coast as their region and are a sale, as compared to the value in D10. This is then convered to a % and the % outcome convered to a 0 to 5 rating as outlined in the sales tracking Word document. So E10 would add the average of D4 and D8 (4,654), compared to D10 (4,635). This shows a .40 decrease for D10 as compared to other Gold Coast Sales. This translates to a 2.5 rating based on the tables in the sales tracking formula. Hence, 2.5 is added to the average of Cells C11 and H33 in the "Tables - Avg Daily Sales" tab as it is radio and Gold FM.

Store Rating Tables (Avg)

Medium

	TV	Radio
Brisbane		
Adelaide		
Perth		
Sydney		
Melbourne		
Newcastle		
Gold Coast		
ACT		

TV Station

	Seven Network	Nine Network	Network Ten	Prime7	NBN	SCA	WIN
Brisbane							
Adelaide							
Perth							
Sydney							
Melbourne							
Newcastle							
Gold Coast							
ACT							

Radio Station

	ATN	97.3	Triple M	Beat 105	Nova	Sea FM	Gold FM	Hot Tomato	2DAY	Mix	WSFM	FOX FM	92.9	96FM	NXFM	KOFM
Brisbane																
Adelaide																
Perth																
Sydney																
Melbourne																
Newcastle																
Gold Coast																
ACT																

TV Reach %

	0-50%	50-60%	60-70%	70-80%	80-100%
Brisbane					
Adelaide					
Perth					

TV Frequency %

	0-40%	40-50%	50-60%	60-70%	70-100%
Brisbane					
Adelaide					
Perth					