



# Using Conditional Formatting in Excel

Quick Reference Guide



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## What is Conditional Formatting?

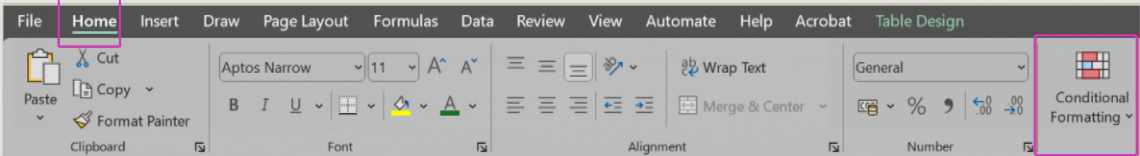
Conditional Formatting helps you visually analyse data by applying formatting rules based on specific criteria. This makes it easier to spot patterns, outliers, and key metrics at a glance.

## How to Conditional Formatting in Excel

Select the Data Range by "Click and drag" to select the range of cells where you want to apply.

Launch Date	Campaign Type	Budget	Revenue	Profit	Total Users Targeted	Engaged Users
27/01/2024	Digital marketing	£500.00	£6,980.00	£6,480.00	4205.00	465.00
31/01/2024	Brand marketing	£250.00	£4,732.00	£4,482.00	2000.00	500.00
04/02/2024	Brand marketing	£4,500.00	£5,632.00	£1,132.00	10000.00	362.00
08/02/2024	Customer Experience	£2,750.00	£5,676.00	£2,926.00	35000.00	5418.00
12/02/2024	Digital marketing	£5,800.00	£136.00	-\$5,664.00	10000.00	285.00
16/02/2024	Brand marketing	£800.00	£8,703.00	£7,903.00	2500.00	496.00
20/02/2024	Customer Experience	£600.00	£4,540.00	£3,940.00	950.00	618.00
24/02/2024	Digital marketing	£800.00	£788.00	-\$12.00	2000.00	367.00
28/02/2024	Digital marketing	£500.00	£12,423.00	£11,923.00	4205.00	902.00
03/03/2024	Digital marketing	£500.00	£9,293.00	£8,793.00	3687.00	673.00
07/03/2024	Digital marketing	£500.00	£16,342.00	£15,842.00	5278.00	1029.00
11/03/2024	Customer Experience	£635.00	£32,000.00	£31,365.00	55000.00	1470.00

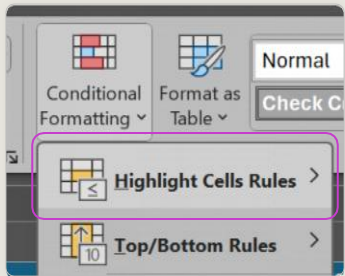
Go to the **Home** tab on the ribbon and click on '**Conditional Formatting**' in the Styles group.



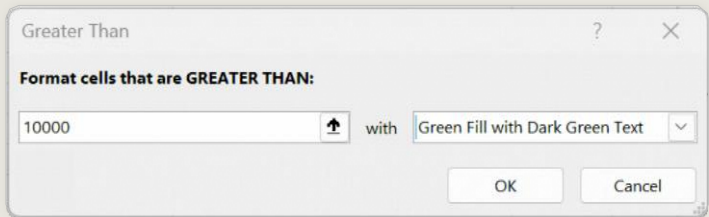
**Choose a Predefined Rule** - Excel offers a variety of built-in rules, such as highlighting cells greater than a specific value, applying colour scales, or adding data bar.

**In this Example:** "Let's highlight revenue figures greater than 10000".

- Select '**Highlight Cells Rules**'
- Move to the next cell in the target column.



- From the sub menu select **Greater Than**.
- A popup window will appear.



- Enter '**Greater Than**'. Enter '**10000**' and choose a formatting style, like green fill, then click **OK**.
- Anything greater than your configured value should be displayed in your selected colour.