

ONLINE PR SHOW



Time to give a sheet about data and Excel in Digital PR

Gemma Flinders
Impression



@oh_my_gemma



Data is everywhere!

From reporting to digital PR
tactics



Why do we love a data campaign?



**Multiple
angles**

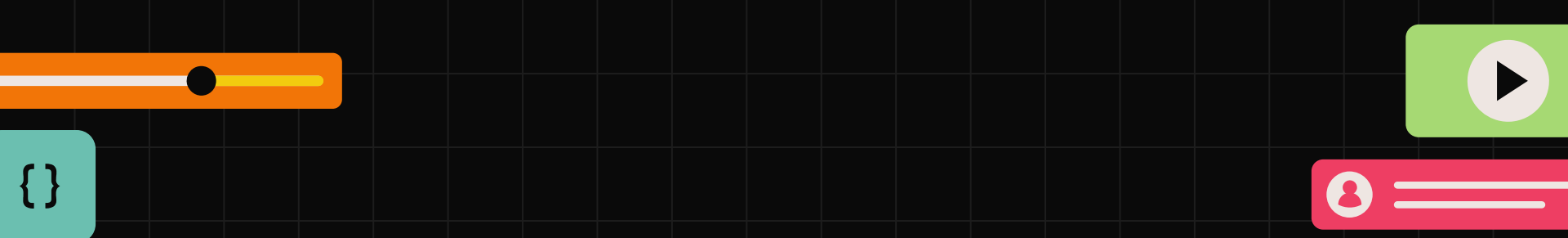


Credible



**Linkable
asset**





What does a data-led campaign look like?



Unsurprisingly most campaign
types involve data

Survey Campaigns

Analysing responses
and combining data
points

LAD BIBLE
MENU

UK city named the 'most dangerous in Europe' according to survey

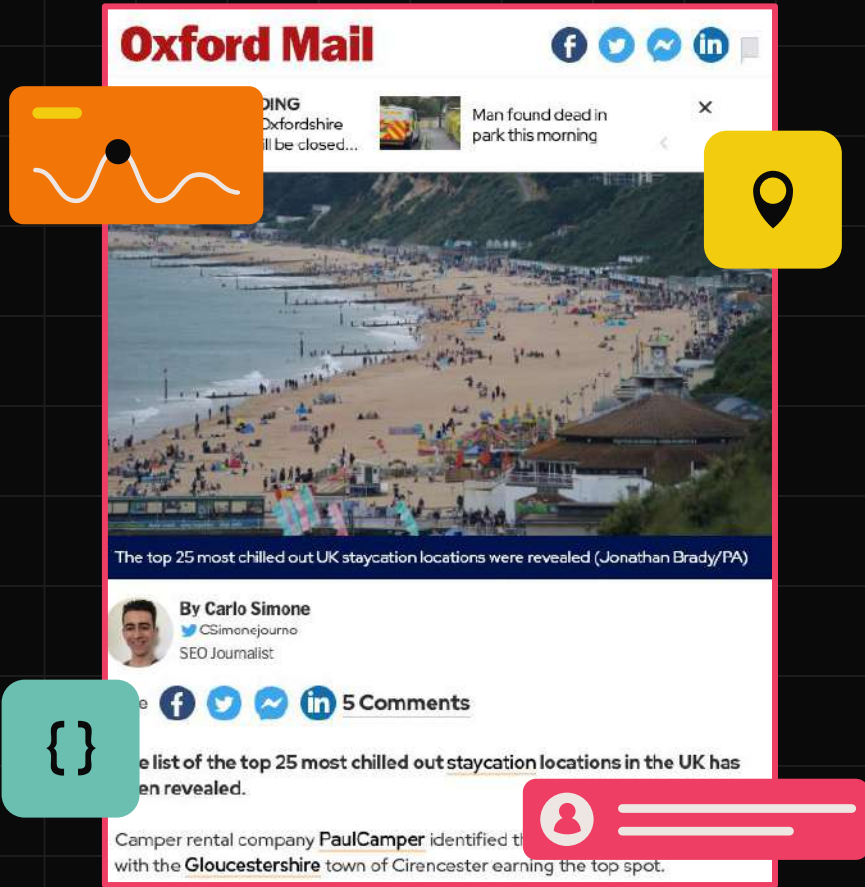
Daisy Phillipson

Published 13:25, 18 August 2022 at BST
| Last updated 14:25, 18 August 2022 at BST

... survey has named the 'most dangerous city in Europe' - and you
be surprised to know that it's in the **UK**.

... ed by **Expatriate Consultancy**, which offers help to people moving
abroad, the study looked at data from Numbeo's Crime Index.

Published twice a year, the index focuses on i
three years, as well as issues such as thefts, r



Index Campaigns

Multiple factors to determine a ranking

Generic Data-led

Search volumes,
social media data,
proprietary data



The Problem?





Gemma Flinders
@oh_my_gemma



Digital PRs, how would you rate your data analysis skills? #prrequest

No clue what i'm doing

15.8%

Basic, =sum for example

42.1%

Pretty good, nail VLOOKUP

31.6%

Expert!

10.5%

0100111010010010





The Solution = DIY



Key Functions

01

03

02

Coming up...



Easy peasy



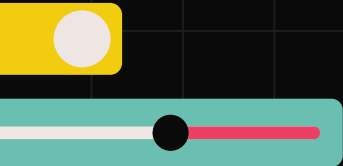
Tricky



Solid foundation



Tips and tricks



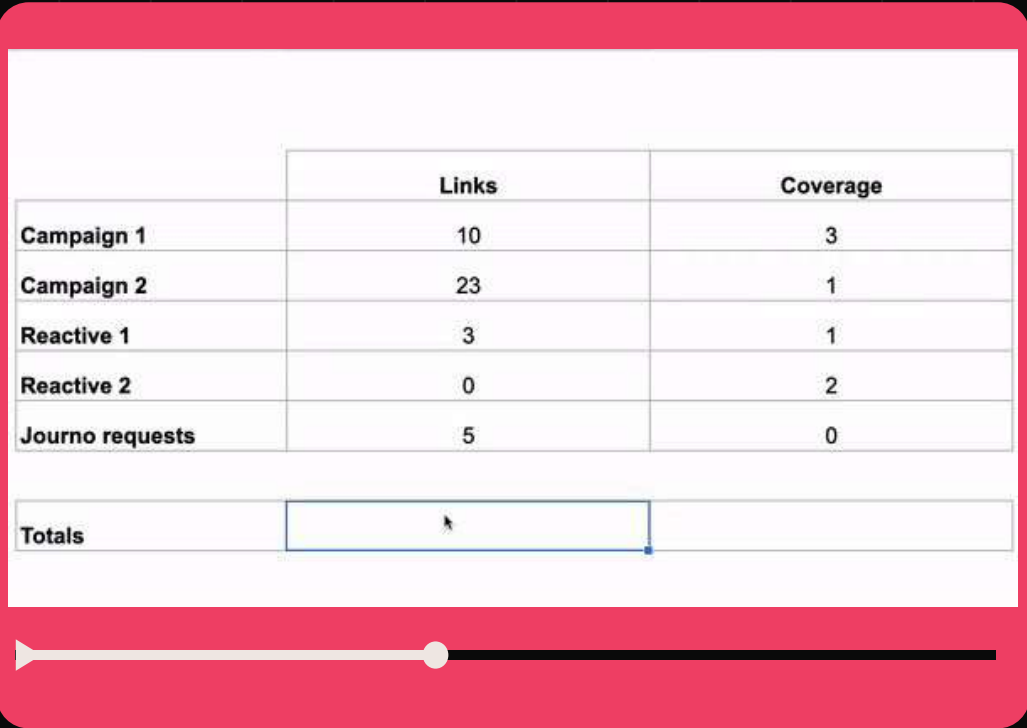
01

Easy Peasy

SUM

This is one most will know. To add together the contents of a series of cells, use the SUM formula:

=SUM(start of range:end of range)



	Links	Coverage
Campaign 1	10	3
Campaign 2	23	1
Reactive 1	3	1
Reactive 2	0	2
Journo requests	5	0
Totals		

01

Easy Peasy

AVERAGE

Similar to SUM but this returns the average over a range.

=AVERAGE(start of range:end of range)

	DR
www.site1.co.uk	89
www.site2.co.uk	72
www.site3.co.uk	70
www.site4.co.uk	68
www.site5.co.uk	30

Average DR

I |

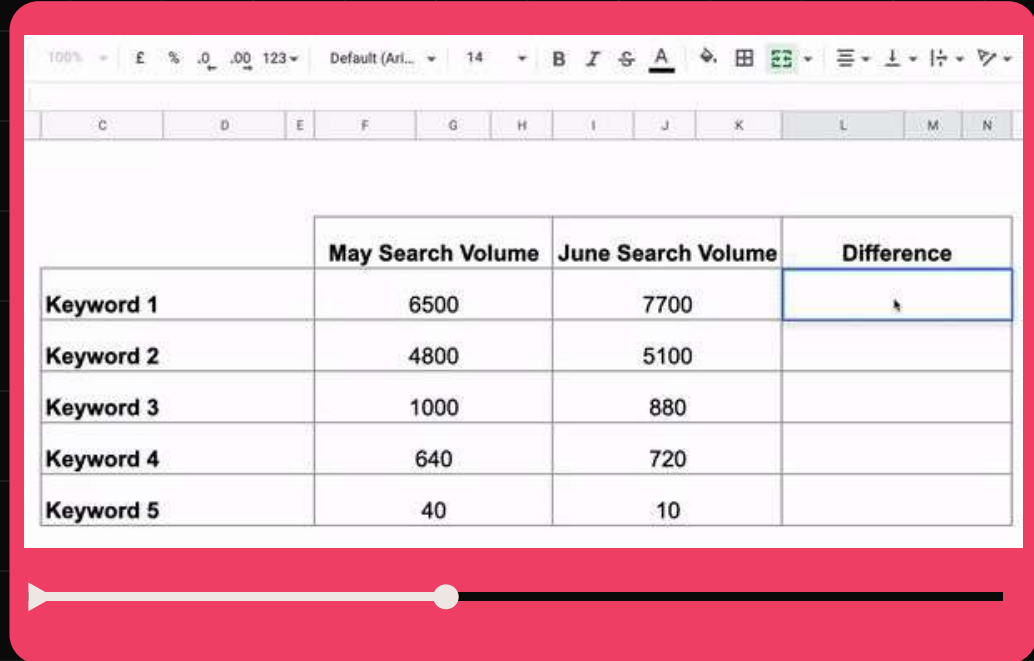
01

Easy Peasy

% DIFFERENCE

This formula makes finding out the percentage difference between two cells easy, perfect for reporting growth.

$=(\text{Cell1}-\text{Cell2})/\text{Cell2}$



The screenshot shows an Excel spreadsheet with a table containing search volume data for five keywords in May and June, and a column for the difference. The table is as follows:

	May Search Volume	June Search Volume	Difference
Keyword 1	6500	7700	
Keyword 2	4800	5100	
Keyword 3	1000	880	
Keyword 4	640	720	
Keyword 5	40	10	

02

Solid foundation

COUNTIF

This allows you to count the instances or mentions within a dataset.

**=COUNTIF(Range,
"word" or cell)**

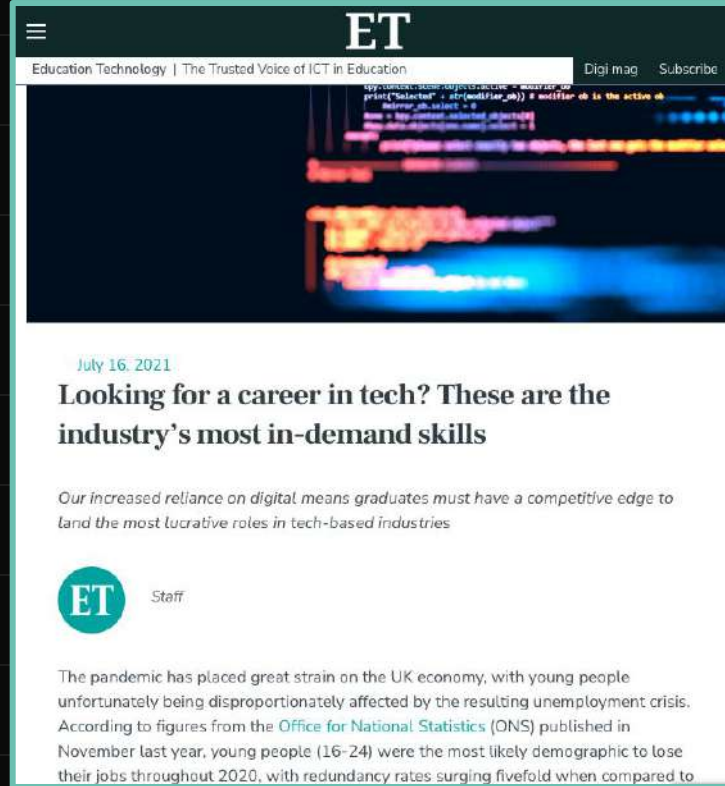
	Favourite Sandwich filling
Person 1	Cheese
Person 2	BLT
Person 3	Cheese
Person 4	Tuna
Person 5	BLT
Person 6	BLT
Person 7	Cheese
Person 8	Tuna
Person 9	BLT
Person 10	BLT

Sandwich filling	Count
Cheese	1
BLT	
Tuna	

COUNTIF example

Counting the number of times tech skills appeared on job descriptions and applications.

Tech	Techies with skill	Percentage of total	Job application mention	Deficit
JavaScript	369	36.53%	387	-18
HTML5	315	31.19%	169	146
Python	288	28.51%	252	36
CSS-3	270	26.73%	172	98
Github	216	21.39%	77	139
GIT	206	20.40%	264	-58
SQL	191	18.91%	231	-40
React	178	17.62%	276	-98
MySQL	175	17.33%	103	72
Nodejs	153	15.15%	166	-13



ET
Education Technology | The Trusted Voice of ICT in Education | Digi mag | Subscribe

July 16, 2021

Looking for a career in tech? These are the industry's most in-demand skills

Our increased reliance on digital means graduates must have a competitive edge to land the most lucrative roles in tech-based industries

ET Staff

The pandemic has placed great strain on the UK economy, with young people unfortunately being disproportionately affected by the resulting unemployment crisis. According to figures from the [Office for National Statistics \(ONS\)](#) published in November last year, young people (16-24) were the most likely demographic to lose their jobs throughout 2020, with redundancy rates surging fivefold when compared to

02

Solid foundation

RANK

This ranks numbers in a selected range from 1 to the number of cells there are:

=RANK(Cell,Range,1)

lowest to highest

=RANK(Cell,Range,0)

highest to lowest

	Average Temp (°C)	Temp Rank
Place 1	32	1
Place 2	24	
Place 3	35	
Place 4	12	
Place 5	34	
Place 6	22	
Place 7	23	
Place 8	31	
Place 9	30	
Place 10	19	

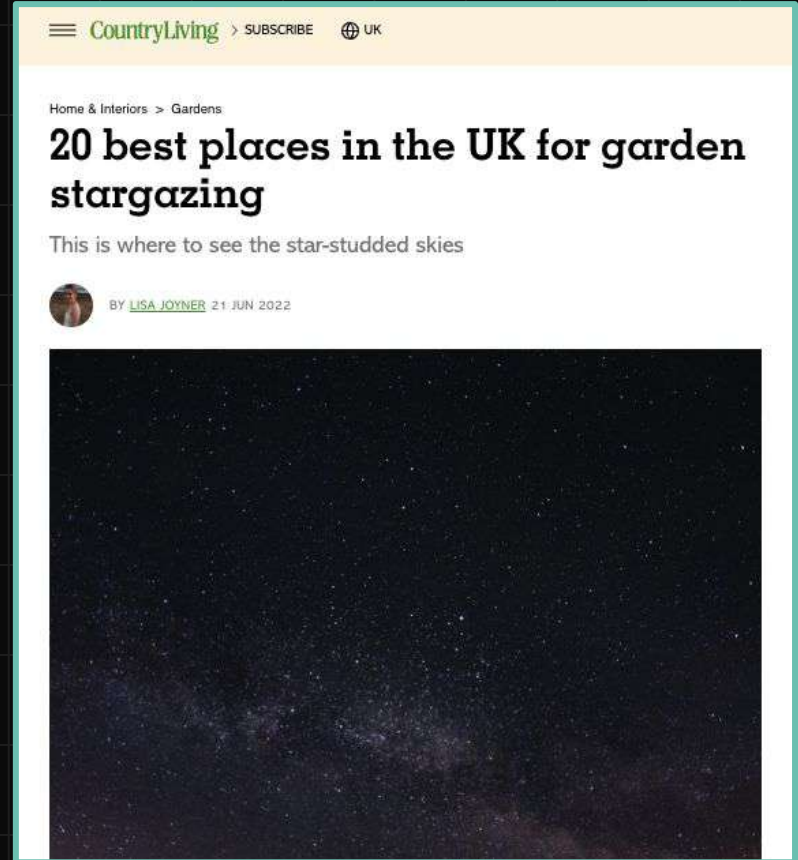
02

Solid foundation

RANK example

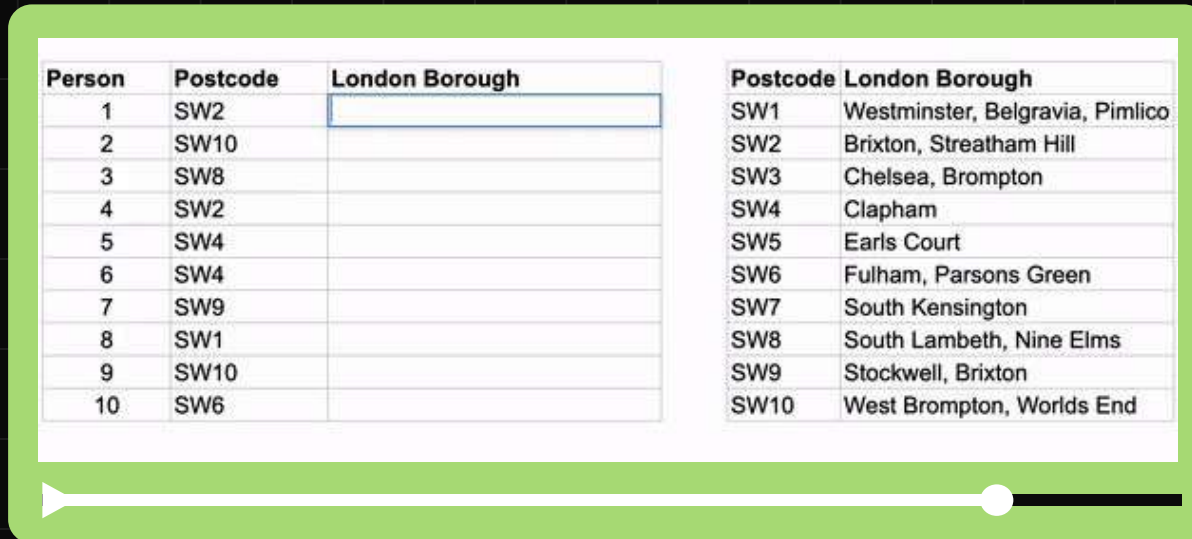
For working out the best and worst for each factor in an index campaign.

A	B	C	D	E	F
Rank	Town/city/borough	Region name	Garden rank	Air pollution rank	Annual rainfall rank
1	Lincoln	East Midlands	53	35	30
2	Wigan	North West	37	47	1
3	Boston	East Midlands	51	58	21
4	Anglesey	Wales	3	6	98
5	Harrogate	Yorkshire and The Humber	36	15	45
6	Maldon	East of England	75	93	18



VLOOKUP

Vlookup looks at a range of data and retrieves the data that corresponds to the cell you are looking up.



Person	Postcode	London Borough
1	SW2	
2	SW10	
3	SW8	
4	SW2	
5	SW4	
6	SW4	
7	SW9	
8	SW1	
9	SW10	
10	SW6	

Postcode	London Borough
SW1	Westminster, Belgravia, Pimlico
SW2	Brixton, Streatham Hill
SW3	Chelsea, Brompton
SW4	Clapham
SW5	Earls Court
SW6	Fulham, Parsons Green
SW7	South Kensington
SW8	South Lambeth, Nine Elms
SW9	Stockwell, Brixton
SW10	West Brompton, Worlds End

=VLOOKUP(reference cell,range,column number to retrieve data from,FALSE)

VLOOKUP example

If you need to match up postcodes to places in order to align multiple datasets.

fx =vlookup(\$B2,'City postcodes'!\$B\$1:\$D\$121,3,FALSE)

Rank	City		Business Closures 2019 (per 10,000 population)
1	Reading	RG	58.28
2	City of London	WC	89.34
3	Glasgow	G	39.4
4	Slough	SL	58.51
5	Milton Keynes	MK	87.77
6	Luton	LU	48.81
7	Northampton	NN	56.77

Discount code

EXPRESS

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DIETS | STYLE | HEALTH | GARDEN | TECH | PROPERTY | LIFE | FOOD | CARS

Home > Life & Style > Life

From Plymouth to York - the UK high streets that are NOT dying

DESPITE rumours of the death of the high street, there are three cities that still prefer an in-store experience over an online buy.

By ANNA BARRY
10:07, Thu, Mar 31, 2022 | UPDATED: 10:08, Thu, Mar 31, 2022

Meghan Markle: Tom Bower laughs off question of legal action

Ad: (0:05) 

1st child stays free*

03

Tricky

SUMPRODUCT

When you need to count the frequency of mentions but you have two criteria:

Person	County	Sandwich preference
1	Cornwall	Cheese
2	Bedfordshire	BLT
3	Cornwall	BLT
4	Cornwall	Tuna
5	Cambridgeshire	Cheese
6	Cambridgeshire	BLT
7	Bedfordshire	Tuna
8	Wiltshire	Cheese
9	Cornwall	Cheese
10	Wiltshire	Cheese

County	Cheese	BLT	Tuna
Bedfordshire	1		
Wiltshire			
Cambridgeshire			
Cornwall			
Totals	0	0	0

=SUMPRODUCT((range=first data point),(second range=second data point))

03

Tricky

 @oh_my_gemma

#BrightonSEO

SUMPRODUCT example

If you need to discover a total based on two criteria such as county and their survey question answer


```
=SUMPRODUCT((($F$2:$F$1001=$O2), ($G$2:$G$1001=P$1))
```

O	P	Q
County	Score, to rhyme with 'cone'	Score, to rhyme with 'gone'
Greater London	74	31
West Midlands	37	9
Essex	32	13
Kent	27	6
West Yorkshire	21	11
Hampshire	11	20
Lancashire	15	16
Nottinghamshire	25	5



Brits finally decide on 'correct' way to pronounce scone amid age-old debate

Many people are often left arguing about the correct pronunciation of the word scone, and now the debate has been settled in a new survey as 1,000 Brits were asked

SHARE     Comments 2

By **Samantha Bartlett** Senior Lifestyle & Travel Reporter
15.59 11 AUG 2021 | UPDATED 19.02.11 AUG 2021

03

Tricky

INDEX MATCH MAX

This returns which of the 'things' you are analysing comes out on top in your specified range.

County	Cheese	BLT	Tuna	Top sandwich in each county
Bedfordshire	1	2	1	I
Wiltshire	2	0	1	
Cambridgeshire	1	2	0	
Cornwall	2	1	1	

=INDEX(Thing Range,MATCH(MAX(Column/Row range),Column/Row range,0))

INDEX MATCH MAX example

If you are analysing which is the most popular in each country based on search volume, this will return the answer.

`=INDEX(A5:A90,MATCH(MAX(C5:C90),C5:C90,0))`

	A	B	C	D	E
		Country	Afghanistan	Albania	Algeria
Game	Global search volume	PUBG	Roblox	Roblox	
League of Legends	4,629,720	170	1900	9900	
Grand Theft Auto V	982,900	590	720	18100	
Fortnite	17,887,100	1300	12100	60500	
Call of Duty: Warzone	2,605,100	480	1000	6600	
Minecraft	14,215,860	1600	6600	60500	
Counter-Strike: Global Offensive	205,410	10	140	1000	
VALORANT	7,959,750	0	0	18100	
Among Us	19,379,660	390	6600	27100	
Dota 2	547,120	10	210	880	
World of Warcraft	1,086,560	10	210	1300	



04

Tips & Tricks

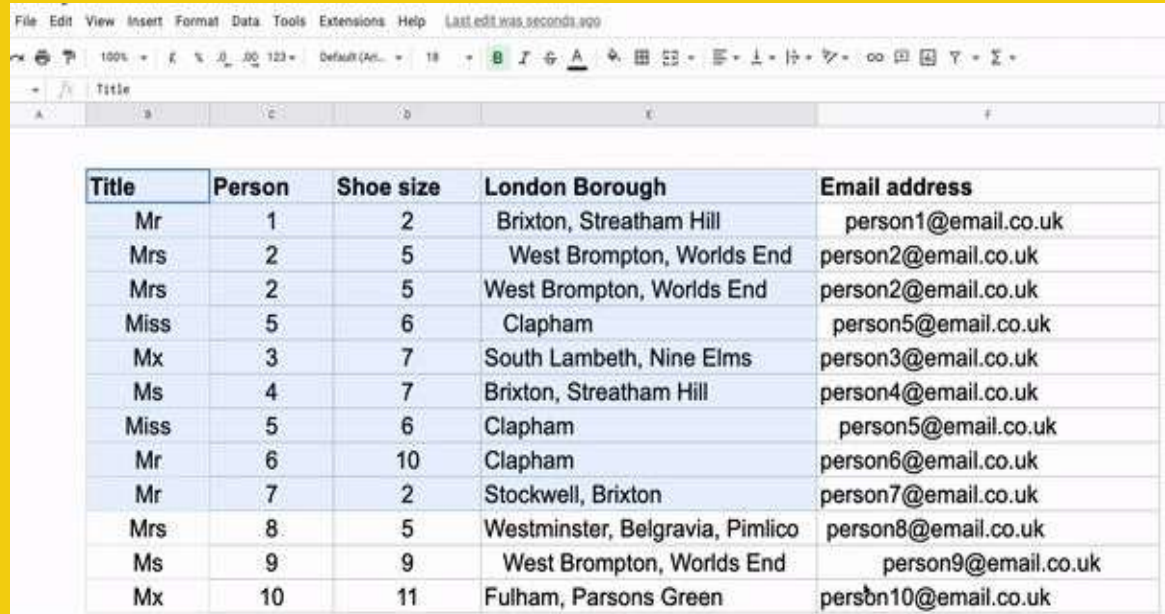


04

Tips & Tricks

CLEAN!

- Remove duplicates
- Trim white spaces
- Remove irrelevant data points
- Remove blank rows



Title	Person	Shoe size	London Borough	Email address
Mr	1	2	Brixton, Streatham Hill	person1@email.co.uk
Mrs	2	5	West Brompton, Worlds End	person2@email.co.uk
Mrs	2	5	West Brompton, Worlds End	person2@email.co.uk
Miss	5	6	Clapham	person5@email.co.uk
Mx	3	7	South Lambeth, Nine Elms	person3@email.co.uk
Ms	4	7	Brixton, Streatham Hill	person4@email.co.uk
Miss	5	6	Clapham	person5@email.co.uk
Mr	6	10	Clapham	person6@email.co.uk
Mr	7	2	Stockwell, Brixton	person7@email.co.uk
Mrs	8	5	Westminster, Belgravia, Pimlico	person8@email.co.uk
Ms	9	9	West Brompton, Worlds End	person9@email.co.uk
Mx	10	11	Fulham, Parsons Green	person10@email.co.uk



Formula not working?

Person	Postcode	London Borough
1	SW2	I
2	SW10	
3	SW8	
4	SW2	
5	SW4	
6	SW4	
7	SW9	
8	SW1	
9	SW10	
10	SW6	

Postcode	London Borough
SW1	Westminster, Belgravia, Pimlico
SW2	Brixton, Streatham Hill
SW3	Chelsea, Brompton
SW4	Clapham
SW5	Earls Court
SW6	Fulham, Parsons Green
SW7	South Kensington
SW8	South Lambeth, Nine Elms
SW9	Stockwell, Brixton
SW10	West Brompton, Worlds End

Make sure you FREEZE sections by top and tailing them with \$.

04

Tips & Tricks

Values only

Once happy with the function/formula results remember to paste values only!

Person	Postcode	London Borough	Postcode	London Borough
1	SW2	Brixton, Streatham Hill	SW1	Westminster, Belgravia, Pimlico
2	SW10	West Brompton, Worlds End	SW2	Brixton, Streatham Hill
3	SW8	South Lambeth, Nine Elms	SW3	Chelsea, Brompton
4	SW2	Brixton, Streatham Hill	SW4	Clapham
5	SW4	Clapham	SW5	Earls Court
6	SW4	Clapham	SW6	Fulham, Parsons Green
7	SW9	Stockwell, Brixton	SW7	South Kensington
8	SW1	Westminster, Belgravia, Pimlico	SW8	South Lambeth, Nine Elms
9	SW10	West Brompton, Worlds End	SW9	Stockwell, Brixton
10	SW6	Fulham, Parsons Green	SW10	West Brompton, Worlds End

Cmd/Ctrl + Shift + V or right click > paste special > values only

04

Tips & Tricks

Combine

Combine the contents of several cells with either a space or any character in between.

Celebrity	Keyword	Search term
Cameron Diaz	beauty regime	
Beyonce		
Rihanna		
Kate Middleton		
Rachel Aniston		
Selena Gomez		
Megan Fox		
Meghan Markle		
Emma Stone		
Ariana Grande		

=(Cell1&" "&Cell2)

In Practice



UK's Spookiest Places

Data-led Campaign

UK CONTENT AWARDS

BEST USE OF DATA IN A CONTENT CAMPAIGN

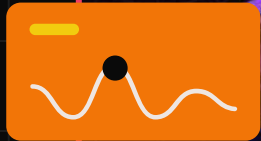
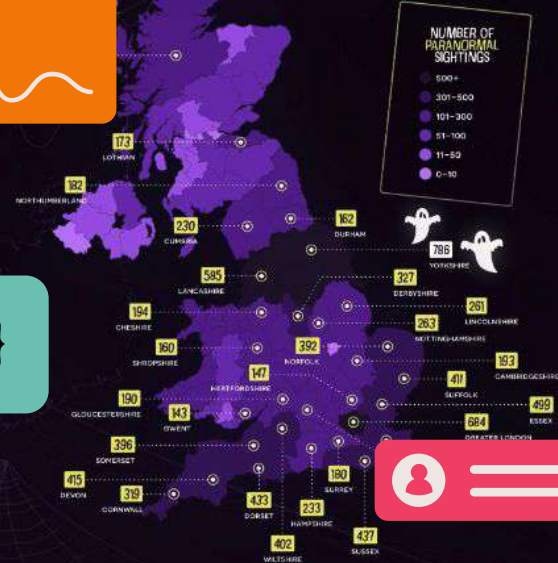
Impression & PaulCamper – The UK's Spookiest Places

It's reyt spooky! The most haunted UK counties revealed!



THE MOST HAUNTED COUNTIES IN THE UK

Using the paranormal database we have discovered the places in the UK which have had the most paranormal sightings this includes ghosts, UFOs and even fairies.





The headline goals

01

**Most haunted
county**

02

**Most haunted
UK city**

03

**Best haunted
road trips**

04

**Most haunted
London Boroughs**

05

Regional focused

The data was a mess

	A	B	C	D	E	F
777			Eyes Location: Craik - Private house overlooking the sea Type: Haunting Manifestation Date / Time: Unknown https://www.pars Home > Scottish Further Comments: These eyes are thought to belong to a former female owner of the house Eyes		Craik - Private house overlooking the sea These eyes are thought to belong to a former female owner of the house	
778			Lady Mary Crawford Location: Crawford - Priory Type: Haunting Manifestation Date / Time: Unknown https://www.pars Home > Scottish Further Comments: The Lady Mary has been seen drifting over the gardens of the priory, so Lady Mary Crawford Crawford - Priory The Lady Mary has been seen drifting over the gardens of the priory, so Lady Mary Crawford			
779			Man in the Golden Chair Location: Culross - Abbey Type: Legend Date / Time: Unknown https://www.pars Home > Scottish Further Comments: A secret tunnel near here was once believed to lead to a room full of gold Man in the Golden Chair Culross - Abbey A secret tunnel near here was once believed to lead to a room full of gold			
780			Lord Colvill Location: Culross - Former home of Lord Colvill Type: Haunting Manifestation Date / Time: Circa 1728 https://www.pars Home > Scottish Further Comments: Two servants at the house were said to have fled after seeing their report Lord Colvill Culross - Former home of Lord Colvill Two servants at the house were said to have fled after seeing their report			
781			Witch's Footprint Location: Culross - Stone on common land and/or first floor of the church steeple Type: Legend Date / Time: Still present https://www.pars Home > Scottish Further Comments: This stone was used as a launch pad by a flying witch - her push off point Witch's Footprint Culross - Stone This stone was used as a launch pad by a flying witch - her push off point			
782			Floating Monk Location: Cupar - The Royal Hotel Type: Haunting Manifestation Date / Time: 1978 https://www.pars Home > Scottish Further Comments: Built on top of a Cathedral's burial ground, this hotel is home to a tall ghost Floating Monk Cupar - The Royal Hotel Built on top of a Cathedral's burial ground, this hotel is home to a tall ghost			
783			Pirates Location: Dalgety Bay - St Bridget's Kirk Type: Haunting Manifestation Date / Time: Autumn (reoccurring) https://www.pars Home > Scottish Further Comments: Phantom pirates are supposed to haunt this ruined area. Benedictine Monk	Pirates	Dalgety Bay - St Bridget's Kirk Phantom pirates are supposed to haunt this ruined area.	

Combine cells for an address

From this:

selection4_selection5_url			selection4_selection5_listings_location	
https://www.paranormaldatabase.com/highlands/aberdata.php	Scotland	Aberdeenshire	Aberdeen	Aberdeen Central Library
https://www.paranormaldatabase.com/highlands/aberdata.php	Scotland	Aberdeenshire	Aberdeen	Amatola Hotel (no longer standing)
https://www.paranormaldatabase.com/highlands/aberdata.php	Scotland	Aberdeenshire	Aberdeen	Ardoe House Hotel
https://www.paranormaldatabase.com/highlands/aberdata.php	Scotland	Aberdeenshire	Aberdeen	Arts Centre

To this:

Address
Aberdeen Central Library, Aberdeen, Aberdeenshire, Scotland
Amatola Hotel , Aberdeen, Aberdeenshire, Scotland
Ardoe House Hotel, Aberdeen, Aberdeenshire, Scotland
Arts Centre, 31 Kings Street, Aberdeen, Aberdeenshire, Scotland
Churchyard, Mastrick, Aberdeen, Aberdeenshire, Scotland

Using:

Region	County	City/Town	Specific Location
Scotland	Aberdeenshire	Aberdeen	=(E7&" , "&D7&" , "&C7&" , "&B7)

Turn postcodes into boroughs

From this:

Greater London	All	E11	Beacontree Road
Greater London	All	E11	Beacontree Station
Greater London	All	E11	City of London Cemetery
Greater London	All	E11	Former Wanstead police station (no longer operational)
Greater London	All	E11	Hollow Ponds area
Greater London	All	E11	Private house along Fairlop Road
Greater London	All	E11	Snaresbrook
Greater London	All	E11	St Mary's Church
Greater London	All	E11	Wanstead Churchyard
Greater London	All	E11	Wanstead Golf Club
Greater London	All	E11	Wanstead Park
Greater London	All	E11	Wansted Hospital

To this:

E1	Whitechapel, Stepney, Mile End
----	--------------------------------

Rank	Area of london	Paranormal occurrences
1	Covent Garden, Holborn, Strand	50
2	Mayfair, Marylebone, Soho	48
3	Westminster, Belgravia, Pimlico	44
4	Monument, Tower Hill, Aldgate	30
5	Bloomsbury, Grays Inn	28

Using:

E1	Whitechapel, Stepney, Mile End
E1W	Wapping
E2	Bethnal Green, Shoreditch
E3	Bow, Bromley-by-Bow
E4	Chingford, Highams Park
E5	Clapton
E6	East Ham
E7	Forest Gate, Upton Park
E8	Hackney, Dalston
E9	Hackney, Homerton

=vlookup(B659,'London Postcodes'!\$A\$1:\$B\$107,2,FALSE)

B	C	D	E
SW1Y	Westminster, Belgravia, Pimlico	42.3723772	-71.1175039
E1	Whitechapel, Stepney, Mile End	51.5172025	-0.0563023
E1	Whitechapel, Stepney, Mile End	51.519819	-0.0614429
E1	Whitechapel, Stepney, Mile End	51.5231993	-0.0513723
E1	Whitechapel, Stepney, Mile End	51.5198927	-0.0609817
E1	Whitechapel, Stepney, Mile End	51.4897653	-0.2932647

Counting haunting occurrences

From this:

Region	County	City/Town	Specific Location	Address	Latitude	Longitude	Location type	Type of sighting
Scotland	Aberdeenshire	Aberdeen	Aberdeen Central Library	Aberdeen Central Library, Aberdeen, Aberdeenshire, Scotland	57.1478832	-2.1063351	library	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	Amatola Hotel	Amatola Hotel, Aberdeen, Aberdeenshire, Scotland	57.1329263	-2.1336629	hotel	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	Ardoe House Hotel	Ardoe House Hotel, Aberdeen, Aberdeenshire, Scotland	57.1099689	-2.1753426	hotel	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	Arts Centre, 31 Kings Street	Arts Centre, 31 Kings Street, Aberdeen, Aberdeenshire, Scotland	57.149375	-2.0940026	tree	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	Churchyard, Mastrick	Churchyard, Mastrick, Aberdeen, Aberdeenshire, Scotland	57.1557569	-2.16437	church	Cryptozology
Scotland	Aberdeenshire	Aberdeen	Cockat Hat public house	Cockat Hat public house, Aberdeen, Aberdeenshire, Scotland	57.1505244	-2.1503930	pub	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	Constitution Street	Constitution Street, Aberdeen, Aberdeenshire, Scotland	57.1520545	-2.0869074	tree	SHC
Scotland	Aberdeenshire	Aberdeen	Former Halls of Residence	Former Halls of Residence, Aberdeen, Aberdeenshire, Scotland	57.1750021	-2.1002781	hall	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	Grassy area near a bus stop on the Kincothland Estate	Grassy area near a bus stop on the Kincothland Estate, Aberdeen, Aberdeenshire, Scotland	57.1189279	-2.1021779	Grassy area near a bus stop on the Kincothland Estate	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	Hillhead Halls of Residence	Hillhead Halls of Residence, Aberdeen, Aberdeenshire, Scotland	57.1759021	-2.1002781	hill	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	His Majesty's Theatre	His Majesty's Theatre, Aberdeen, Aberdeenshire, Scotland	57.1478706	-2.1049334	theatre	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	King Street, former Barracks	King Street, former Barracks, Aberdeen, Aberdeenshire, Scotland	57.1514454	-2.0939021	bar	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	Old Fire Station, King Street	Old Fire Station, King Street, Aberdeen, Aberdeenshire, Scotland	57.1533204	-2.0943316	fire station	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	Over city	Over city, Aberdeen, Aberdeenshire, Scotland	57.149717	-2.094278	Over city	UFO
Scotland	Aberdeenshire	Aberdeen	Palace Hotel	Palace Hotel, Aberdeen, Aberdeenshire, Scotland	57.5051618	-1.7817321	hotel	Unknown Ghost Type
Scotland	Aberdeenshire	Aberdeen	St Machar Cathedral	St Machar Cathedral, Aberdeen, Aberdeenshire, Scotland	57.1697965	-2.1024496	cathedral	Unknown Ghost Type
Scotland	Aberdeenshire	Aberdeen	St Nicholas House	St Nicholas House, Aberdeen, Aberdeenshire, Scotland	57.1478571	-2.0984915	house	Unknown Ghost Type
Scotland	Aberdeenshire	Aberdeen	Union Street	Union Street, Aberdeen, Aberdeenshire, Scotland	57.1453481	-2.1031382	tree	Haunting Manifestation
Scotland	Aberdeenshire	Aberdeen	White Dove Hotel	White Dove Hotel, Aberdeen, Aberdeenshire, Scotland	57.1854551	-2.9781106	hotel	Unknown Ghost Type
Scotland	Aberdeenshire	Aberdeenshire	Abergeleie Castle	Abergeleie Castle, Aberdeenshire, Scotland	57.0432764	-3.1764959	castle	Haunting Manifestation
Scotland	Aberdeenshire	Achath	Castle Fraser	Castle Fraser, Achath, Aberdeenshire, Scotland	57.2029407	-2.4605432	castle	Legend
Scotland	Aberdeenshire	Ardo	Gight Castle	Gight Castle, Ardo, Aberdeenshire, Scotland	57.4428151	-2.2907556	castle	Haunting Manifestation
Scotland	Aberdeenshire	Auchlaven	Lickleyhead Castle	Lickleyhead Castle, Auchlaven, Aberdeenshire, Scotland	57.3020686	-2.8204365	castle	Haunting Manifestation
Scotland	Aberdeenshire	Ballatar	Pannanich Wells Hotel	Pannanich Wells Hotel, Ballatar, Aberdeenshire, Scotland	57.0470668	-3.0398995	hotel	Haunting Manifestation
Scotland	Aberdeenshire	Balatar	Riverside	Riverside, Ballatar, Aberdeenshire, Scotland	57.0471881	-3.0379802	river	Other
Scotland	Aberdeenshire	Balmedie	Manie House	Manie House, Balmedie, Aberdeenshire, Scotland	57.252797	-2.0575290	house	Haunting Manifestation
Scotland	Aberdeenshire	Banchory	AG60, Upper Lochton	AG60, Upper Lochton, Banchory, Aberdeenshire, Scotland	57.0638883	-2.4970518	loch	Haunting Manifestation
Scotland	Aberdeenshire	Banchory	Loch of Less Castle	Loch of Less Castle, Banchory, Aberdeenshire, Scotland	57.0697196	-2.4912546	castle	Haunting Manifestation
Scotland	Aberdeenshire	Bariff	Castle of Park	Castle of Park, Bariff, Aberdeenshire, Scotland	57.6024029	-2.69936	castle	Haunting Manifestation
Scotland	Aberdeenshire	Bariff	Hill known as Manderlee, four miles from town	Hill known as Manderlee, four miles from town, Bariff, Aberdeenshire, Scotland	57.6641822	-2.5212655	hill	Haunting Manifestation
Scotland	Aberdeenshire	Bariff	Inchdrew Castle	Inchdrew Castle, Bariff, Aberdeenshire, Scotland	57.6350477	-2.5777994	castle	Haunting Manifestation
Scotland	Aberdeenshire	Bariff	Off coast	Off coast, Bariff, Aberdeenshire, Scotland	57.690505	-2.524038	coast	Cryptozology
Scotland	Bennachie	Bennachie	Countryside in area	Countryside in area, Bennachie, Aberdeenshire, Scotland	57.2833333	-2.5660007	countryside	ABC
Scotland	Aberdeenshire	Bennachie	Standing Stone	Standing Stone, Bennachie, Aberdeenshire, Scotland	57.3120442	-2.4833802	stonerock	Legend
Scotland	Aberdeenshire	Braemar	Braemar Castle	Braemar Castle, Braemar, Aberdeenshire, Scotland	57.0145856	-3.3912198	castle	Haunting Manifestation

Counting haunting occurrences

To this:

	City/town/Borough	paranormal occurrences
1	Brighton	146
2	Edinburgh	105
3	York	80
4	Bristol	77
5	Nottingham	76
6	Manchester	55
7	Liverpool	54
8	Sheffield	54

Rank	County	paranormal occurrences
1	Yorkshire	786
2	Greater London	684
3	Lancashire	585
4	Essex	499
5	Sussex	437
6	Dorset	433
7	Devon	415
8	Suffolk	411
9	Wiltshire	402
10	Somerset	396

Area of Scotland	Paranormal occurrences
Highland	209
Lothian	173
Fife	87
Aberdeenshire	85
Lanarkshire	85
Argyll and Bute	84
Dumfries and Galloway	78
Borders	68
Perth and Kinross	57
Angus	53
Orkney	42
Ayrshire	42
Outer Hebrides	38
Moray	36
Shetland	24
Stirling	20
Inverclyde	12
Clackmannanshire	12
Renfrewshire	11
Dumbartonshire	6
Falkirk	5

Counting haunting occurrences

Using:

```
=countif('Raw Data'!$D$7:$D$11568,$B6)
```

Number and Types of Hauntings by town/city/borough/area

	City/town/Borough	paranormal occurrences
1	Brighton	146
2	Edinburgh	105
3	York	80
4	Bristol	77
5	Nottingham	76
6	Manchester	55

Counting types of hauntings

From this:

Address	Latitude	Longitude	Location type	Type of sighting
Aberdeen Central Library, Aberdeen, Aberdeenshire, Scotland	57.1478832	-2.1063351	library	Haunting Manifestation
Amatoia Hotel , Aberdeen, Aberdeenshire, Scotland	57.1329263	-2.1336629	hotel	Haunting Manifestation
Ardoe House Hotel, Aberdeen, Aberdeenshire, Scotland	57.1059989	-2.1753426	hotel	Haunting Manifestation
Arts Centre, 31 Kings Street, Aberdeen, Aberdeenshire, Scotland	57.149375	-2.0940028	tree	Haunting Manifestation
Churchyard, Mastrick, Aberdeen, Aberdeenshire, Scotland	57.1557569	-2.16437	church	Cryptozoology
Cocket Hat public house, Aberdeen, Aberdeenshire, Scotland	57.1505244	-2.1503893	pub	Haunting Manifestation
Constitution Street, Aberdeen, Aberdeenshire, Scotland	57.1520545	-2.0869074	tree	SHC
Former Halls of Residence, Aberdeen, Aberdeenshire, Scotland	57.1759021	-2.1002781	hall	Haunting Manifestation
Grassy area near a bus stop on the Kincothland Estate, Aberdeen, Aberdeenshire, Scotland	57.1189279	-2.1021779	Grassy area near a bus stop on the Kinco	Haunting Manifestation
Hillhead Halls of Residence, Aberdeen, Aberdeenshire, Scotland	57.1759021	-2.1002781	hill	Haunting Manifestation
His Majesty's Theatre, Aberdeen, Aberdeenshire, Scotland	57.1478706	-2.1049334	theatre	Haunting Manifestation
King Street, former Barracks , Aberdeen, Aberdeenshire, Scotland	57.1514454	-2.0839621	bar	Haunting Manifestation
Old Fire Station, King Street , Aberdeen, Aberdeenshire, Scotland	57.1533204	-2.0943316	fire station	Haunting Manifestation
Over city, Aberdeen, Aberdeenshire, Scotland	57.149717	-2.0942718	Over city	UFO
Palace Hotel, Aberdeen, Aberdeenshire, Scotland	57.5061618	-1.7817321	hotel	Unknown Ghost Type
St Machar Cathedral, Aberdeen, Aberdeenshire, Scotland	57.1697965	-2.1024496	cathedral	Unknown Ghost Type
St Nicholas House, Aberdeen, Aberdeenshire, Scotland	57.1478571	-2.0984915	house	Unknown Ghost Type
Union Street, Aberdeen, Aberdeenshire, Scotland	57.1453481	-2.1031362	tree	Haunting Manifestation
White Dove Hotel , Aberdeen, Aberdeenshire, Scotland	57.1854551	-2.9761106	hotel	Unknown Ghost Type

To this:

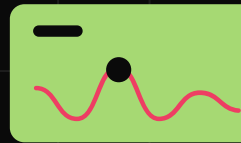
	Haunting Manifestation	Cryptozoology	SHC	UFO	Unknown Ghost Type
Greater London	513	11	2	8	29
Yorkshire	495	17	1	16	25
Lancashire	418	6	0	16	18
Sussex	323	0	0	5	15
Essex	311	5	2	8	49
Dorset	284	9	0	2	5
Wiltshire	278	2	0	4	13
Somerset	260	7	0	3	9
Devon	256	11	0	4	15
Norfolk	236	9	1	10	15
Kent	233	11	1	6	10

Counting types of hauntings

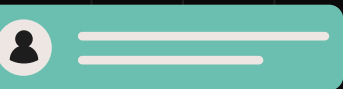
Using

`=SUMPRODUCT(('Raw Data'!C7:C12459=$F6), ('Raw Data'!$J$7:$J$12459=G$5))`

F	G	H	I	J	K
	Haunting Manifestation	Cryptozoology	SHC	UFO	Unknown Ghost Type
Greater London	513	11	2	8	29
Yorkshire	495	17	1	16	25
Lancashire	418	6	0	16	18
Sussex	323	0	0	5	15
Essex	311	5	2	8	49
Dorset	284	9	0	2	5
Wiltshire	278	2	0	4	13
Somerset	260	7	0	3	9



The Results?





43 pieces of coverage

In just one month



2030+ social engagements

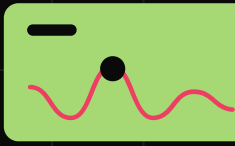
From just those that linked to the campaign page



2 award wins & 1 nomination

UK content award & Global search award

**Practise
Makes
Perfect!**



Formula worksheet

Practise the formulas without risking client data campaigns!

To download visit:

[Impression.co.uk/blog/online-pr-show-data-for-DPR](https://impression.co.uk/blog/online-pr-show-data-for-DPR)

100% £ % .0 .00 123 Default (Ar...) 10

J6

Time to give a sheet about data (and excel in PR)

Use the SUM formula to give the total monthly search volume for

=SUM(start of range:end of range)

Paint shade	Search Volume (Sep 2021)	Paint s
skimming stone	2900	elephants breath farr
skimming stone paint	590	elephants breath asi
farrow ball skimming stone	480	farr
f&b skimming stone	320	elep
skimming stone 241	50	elep
skimming stone paint color	20	elep
skimming stone kitchen	260	elep
skimming stone by farrow and ball	20	elep
skimming stone bedroom	210	farr

SUM AVERAGE PERCENT



Thank you



@oh_my_gemma