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**Excel - Calculating  
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## Excel - Calculating Difference in Numbers

Do you need to create a calculation to determine the % difference of sales from one period to the next? Then use Excel to create this simple formula.

I know this is going back to basic math but if you are like me, it is easy to forget how to write this formula. Using the numbers shown in the screen shot below let's calculate the increase in revenues from 2012 to 2013. In 2012 the revenue was \$6,000 while in 2013 the revenue increased to \$20,000.

	C3	fx =(B3-B2)/B3		
	A	B	C	D
1	<b>Year</b>	<b>Revenue</b>	<b>Change</b>	
2	2012	\$ 6,000		
3	2013	\$ 20,000	70%	
4				

Using simple math you'd:

1. Find the difference between one year and the other:  $\$20,000 - \$6,000 = \$12,000$ .
2. Divide that number by the revenue from 2013:  $\$12,000/\$20,000 = .7$
3. Change the result .7 to a percentage (multiple by 100) = 70%

Using Excel and the sample above you can simply create the following formula:

=(B3-B2)/B3 and format the cell to the percentage style (%) from the menu bar. This formula follows the same order of steps described above.

Excel can make so many formulas easy to create and use over and over again.

If you need help with any Excel project contact us at [info@aapk.com](mailto:info@aapk.com).

## Graphic Formats - Web vs. Print

Every graphic type (.bmp, .gif, .eps, etc.) has a different use and format. Knowing which type works best for each application will ensure that your work always looks professional.

There are three things to consider when choosing which file format to use – color mode, resolution and file type.

### Color Mode – RGB vs CMYK

The RGB color mode uses a set palette of web-safe colors to display a graphic on a monitor. CMYK is used for printing because the color range is much greater.

### Resolution

For the web graphics set at 72 pixels per inch is sufficient, but when printing this resolution is too small and will cause the image to be grainy. So graphics used for print should be in the range of 200-600 dpi (dots per inch) to create a smooth, non-grainy image.

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## File Types

- .BMP (bitmap) was originated by Microsoft for displaying graphics within Windows. It is practical for the web but not for print because it tends to look grainy and pixilated.
- .GIF (graphics interexchange format) is a common file format for images on the web. Due to its limited number of colors (256) it is best used for line art and clip art.
- .JPEG (joint photographic experts group) this is the most common format for images/photos on the web. It is not limited in colors and it efficiently compresses large, high-quality photos into a compact file.
- .TIFF (tagged image file format) provides high-quality images and can display millions of colors. This format is used in print quite often. It is also supported by various programs so it can be edited easily and still maintain its quality.
- .EPS (encapsulated PostScript) is a vector file format. It is compatible with Quark, InDesign, and other print layout programs. EPS files often are exported from a graphic creation program such as Illustrator or Photoshop. It's perfect for using for print, but not necessarily for the web.

If you have questions about what is the best format to use for print or the web, contact us today at [info@aapk.com](mailto:info@aapk.com)

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Funny Video: An Owl and a Cat Become Friends - [http://www.cnn.com/video/?hpt=hp\\_c4#/video/living/2013/04/23/orig-distraction-cat-owl-friends.youtube](http://www.cnn.com/video/?hpt=hp_c4#/video/living/2013/04/23/orig-distraction-cat-owl-friends.youtube)

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