

Creating a *Most Popular Interests* Report

Step 1 – Getting the raw data

Step 1a – Selecting the report

Log onto us.mensa.org.

Navigate to [My Local Group](#).

In the [Local Group Reports](#) section, click on the [Local Group Member Demographics](#) button for a CSV report:



Step 1b – Selecting the Interests

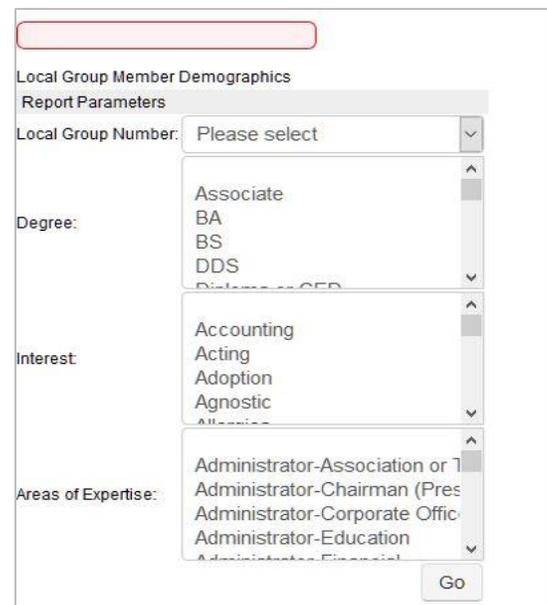
The next screen lets you filter the data in various ways. In the first widget, enter your local group number. Unless you want to narrow down your list, leave the [Degree](#) and [Area of Expertise](#) filters blank. In the [Interest](#) widget, click once on the top item to highlight it. Scroll down to the bottom of the list, hold down the <shift> key and click once on the bottom item. That should highlight the entire list.

Now click on the [Go](#) button to generate and download your data file, ready for loading into your spreadsheet software (Excel or equivalent).

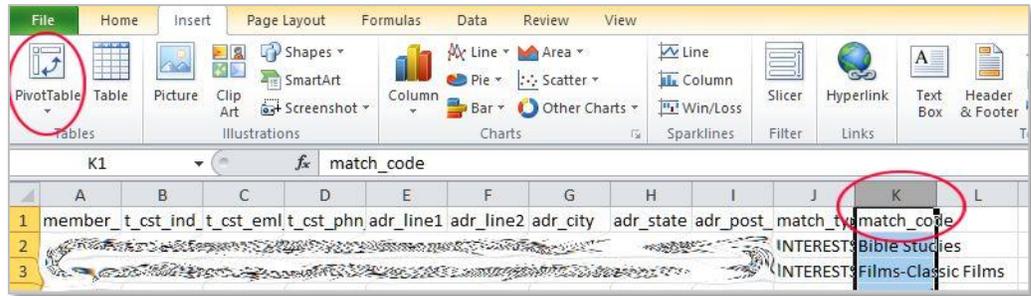
Step 2 – Creating the tabulation

Step 2a – Loading the spreadsheet

Open the file with your spreadsheet software. (This demo uses Excel. Many competitors like OpenOffice Calc have a similar facility but each has its own way for you to invoke it.)

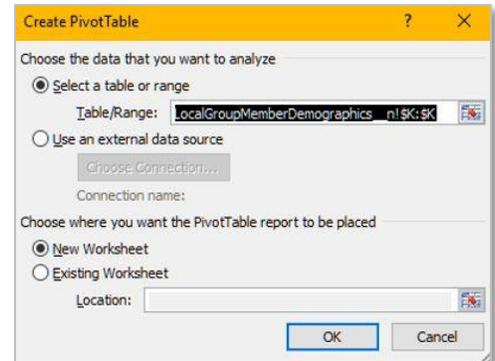


The member Interests should be listed under *match_code* in column K. Click once on that **K** column header to highlight the entire column.

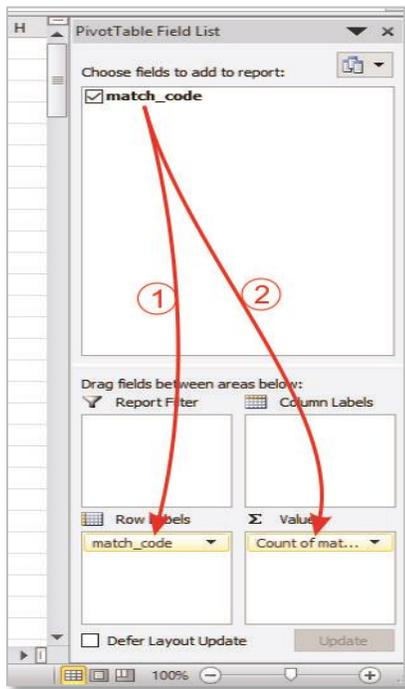


Click once on the *Insert* tab at the top of the screen and select *Pivot Table* (not *Pivot Chart*).

The default options in the *Create Pivot Table* dialog box (use the highlighted column, and create a new worksheet) are fine, so just click the *OK* button.



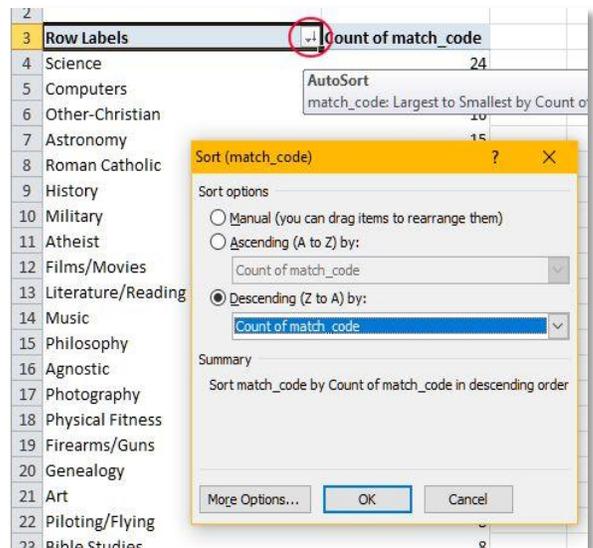
Your spreadsheet now as a new worksheet, probably labeled "Sheet1". It appears to be blank, but at the right side there's a panel that looks like what's below (without the arrows).



First, drag the *match_code* fieldname into the *Row Labels* box. Then drag the same fieldname into the *Values* box.

Over in columns **A** and **B** you now have a table of all the Interests your members have selected. For each interest in **A**, the number of members who selected that Interest is in **B**.

However, the table is sorted alphabetically which isn't particularly convenient. You can fix that with a few more clicks. At the top of **A**, click in the little box on the right-hand side of cell **A3** (red circle below). That will display a pull-down with lots of controls. Click on *More sort options...* You'll see a *Sort* dialog box like what's below. Select *Descending* and scroll down to select *Count*. When you click *OK* the top of the table will show you the most popular Interests.



Conclusion

The Pivot Table is an extraordinarily powerful but easy-to-use tool for examining the data in any spreadsheet. If you use it with data you can download from the AML database you can uncover facts about your group that can help you lead them to a happier life in Mensa.