

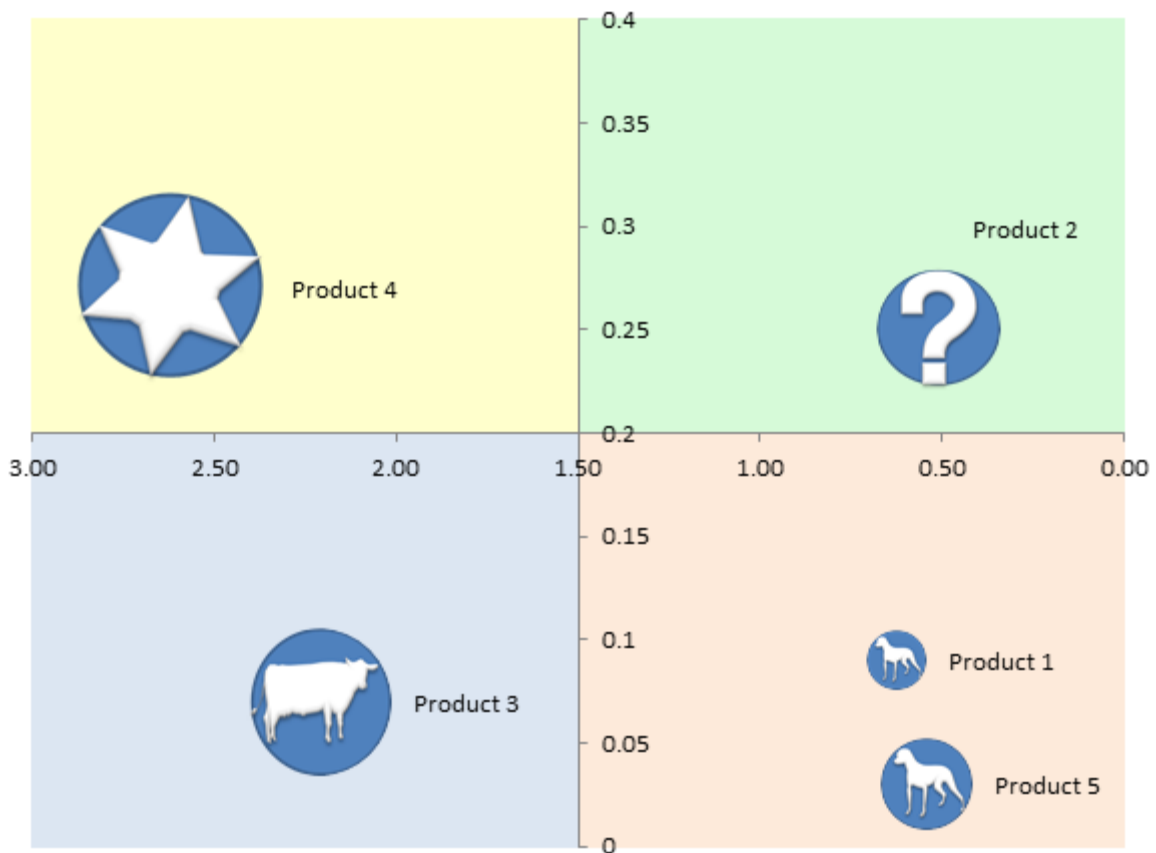
## HOW TO CREATE A BCG MATRIX IN EXCEL

source: <https://alesandrab.wordpress.com/2014/09/08/how-to-create-a-bcg-matrix-in-excel/>

SEPTEMBER 8, 2014 | ALESANDRA BLAKESTON

Having used this type of chart a lot recently, I thought it was time I had a decent version in Excel. In case you are not aware a BCG matrix, also known as a growth-share matrix is a management planning tool. It is used to portray a company's / SBU's product portfolio on a quadrant showing relative market share (horizontal axis) and speed of market growth (vertical axis). It basically shows you the potential of your company's products.

A BCG matrix is basically a bubble chart with a few tweaks. When complete, it should look something like this:



You can download my sample chart [here](#).

### STEP 1: SET UP YOUR DATA

To be able to plot a BCG matrix successfully, you need the following data: market growth, market share, market share of the largest competitor, and relative market share. You can calculate the last by dividing the market share / market share of the largest competitor for example:

=C2/D2

A sample data table might look like this:

	A	B	C	D	E
1	<b>Products</b>	<b>Market growth</b>	<b>Market share</b>	<b>Market share largest competitor</b>	<b>Relative market share</b>
2	Product 1	3%	12%	22%	0.55
3	Product 2	25%	22%	43%	0.51
4	Product 3	7%	31%	14%	2.21
5	Product 4	27%	55%	21%	2.62
6	Product 5	9%	5%	8%	0.63

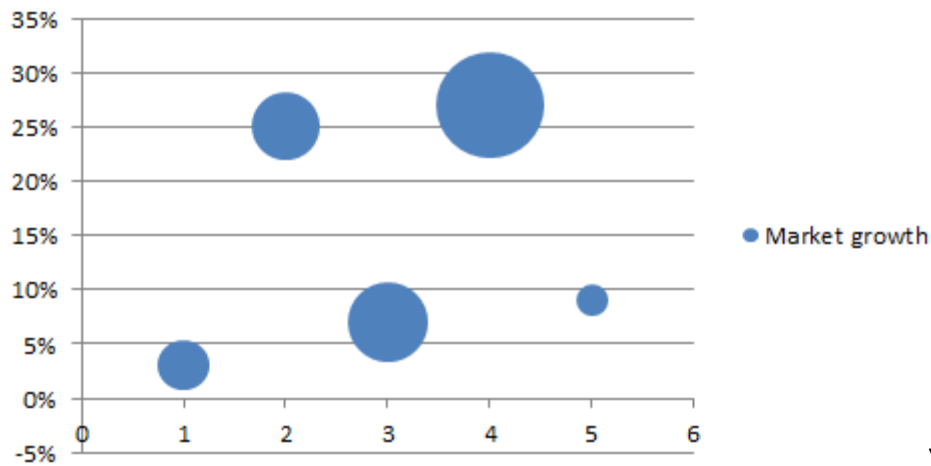
## STEP 2: CREATE A BUBBLE CHART

Highlight the first three columns of your table, in my case cells A1:C6. Then click on Insert > Other Chart > Bubble Chart.

The screenshot shows the Microsoft Excel interface with the 'Insert' tab selected. In the 'Other Charts' group, the 'Bubble' chart type is highlighted. The spreadsheet data is visible in the background, with columns A, B, and C highlighted in blue, corresponding to the 'Products', 'Market growth', and 'Market share' columns.

Your bubble chart will look something like this:

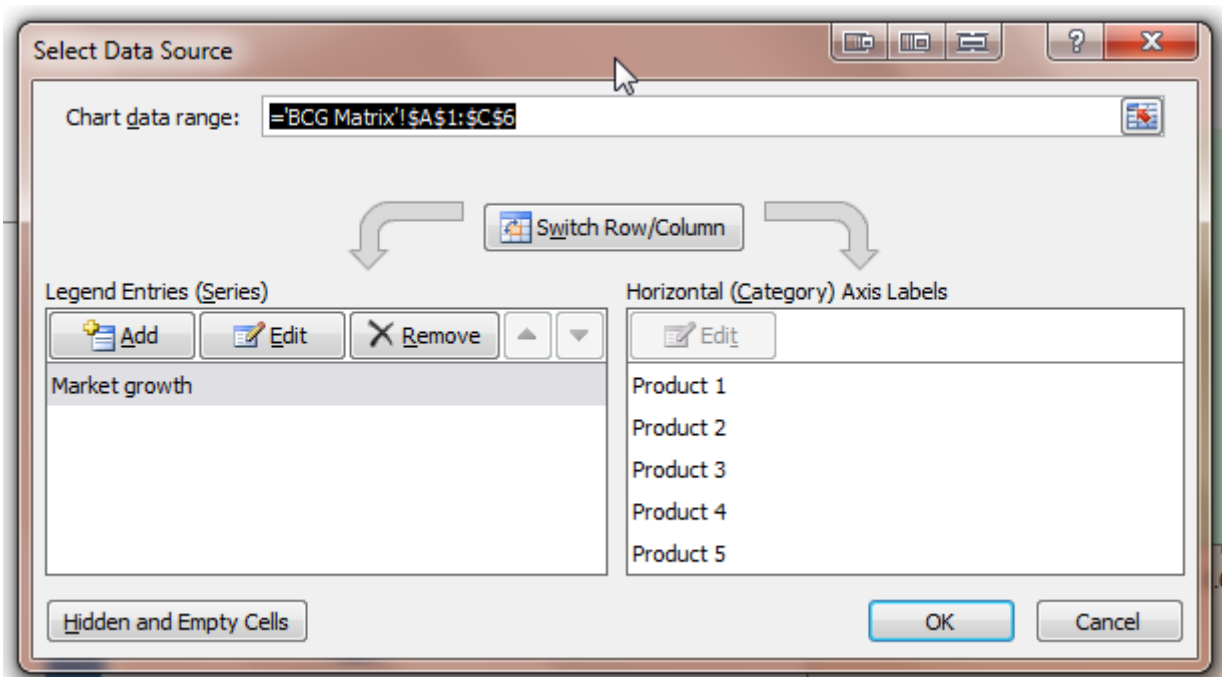
## Market growth



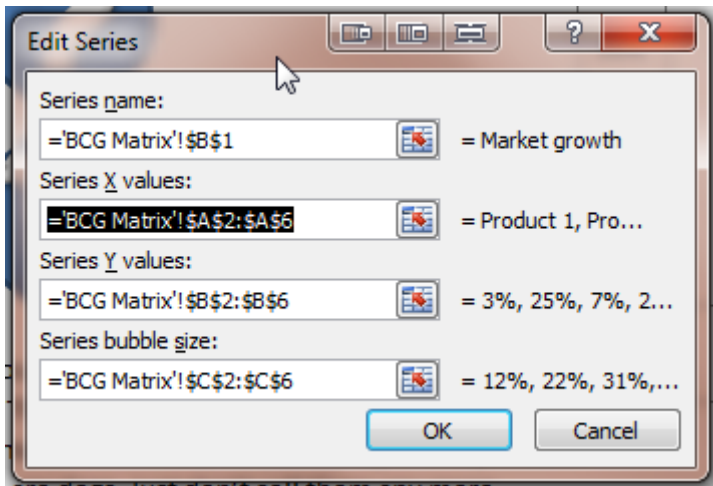
You can then delete the title, legend and horizontal gridlines by clicking on them and pressing the delete key.

### STEP 3: CONVERT THE CHART TO A BCG MATRIX

Right click on the x axis and then choose "Select Data". In the pop up menu that appears, click on the "Edit" button.



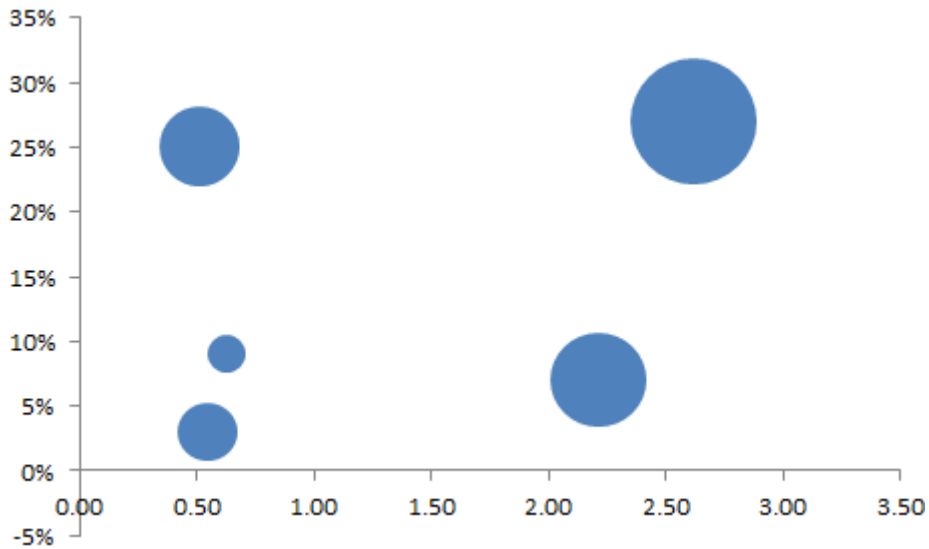
You have to change the series X values. Highlight the **Relative Market Share** values. In this example we need to change it from column A to column E.



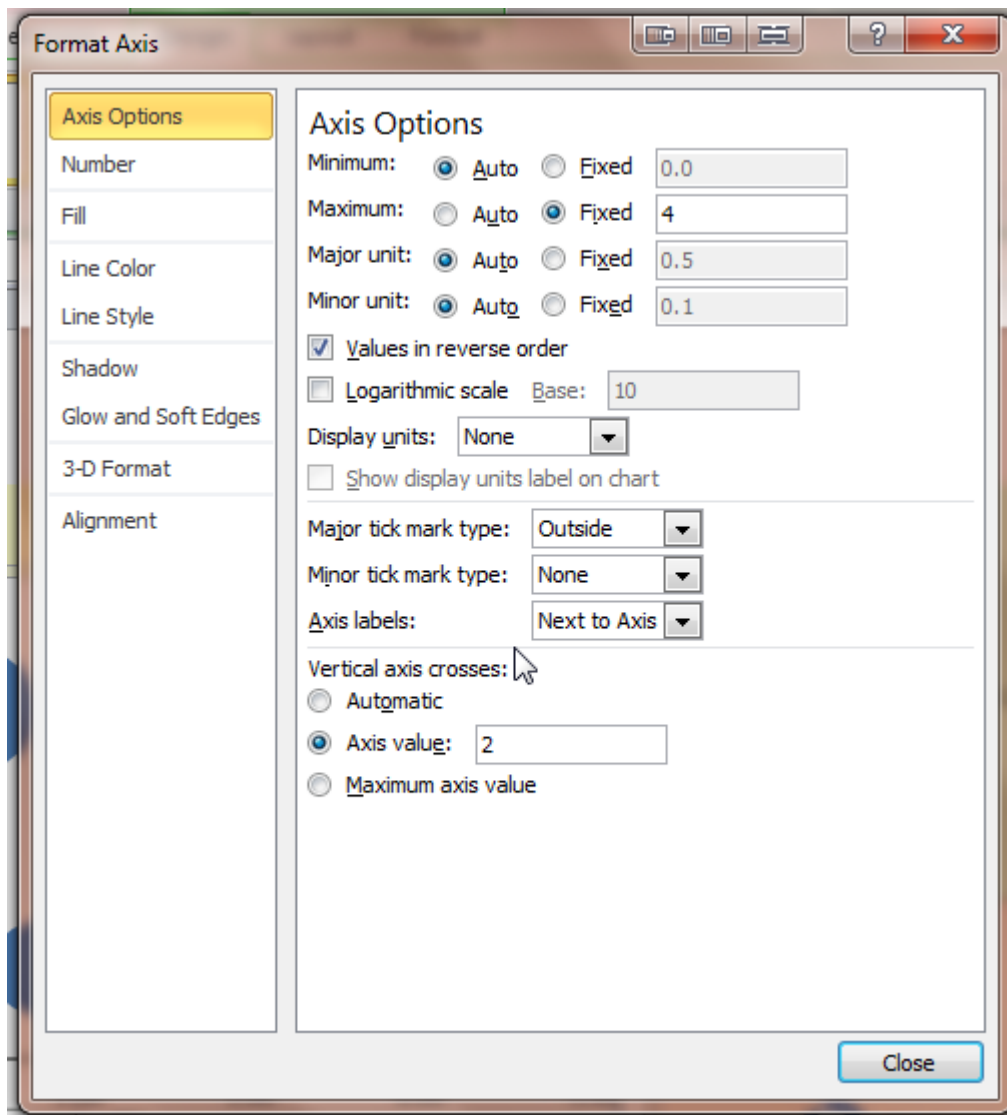
It should say:

= 'BCG Matrix'!\$E\$2:\$E\$6

Your BCG Matrix chart will update. Now, all of the values should be correct.

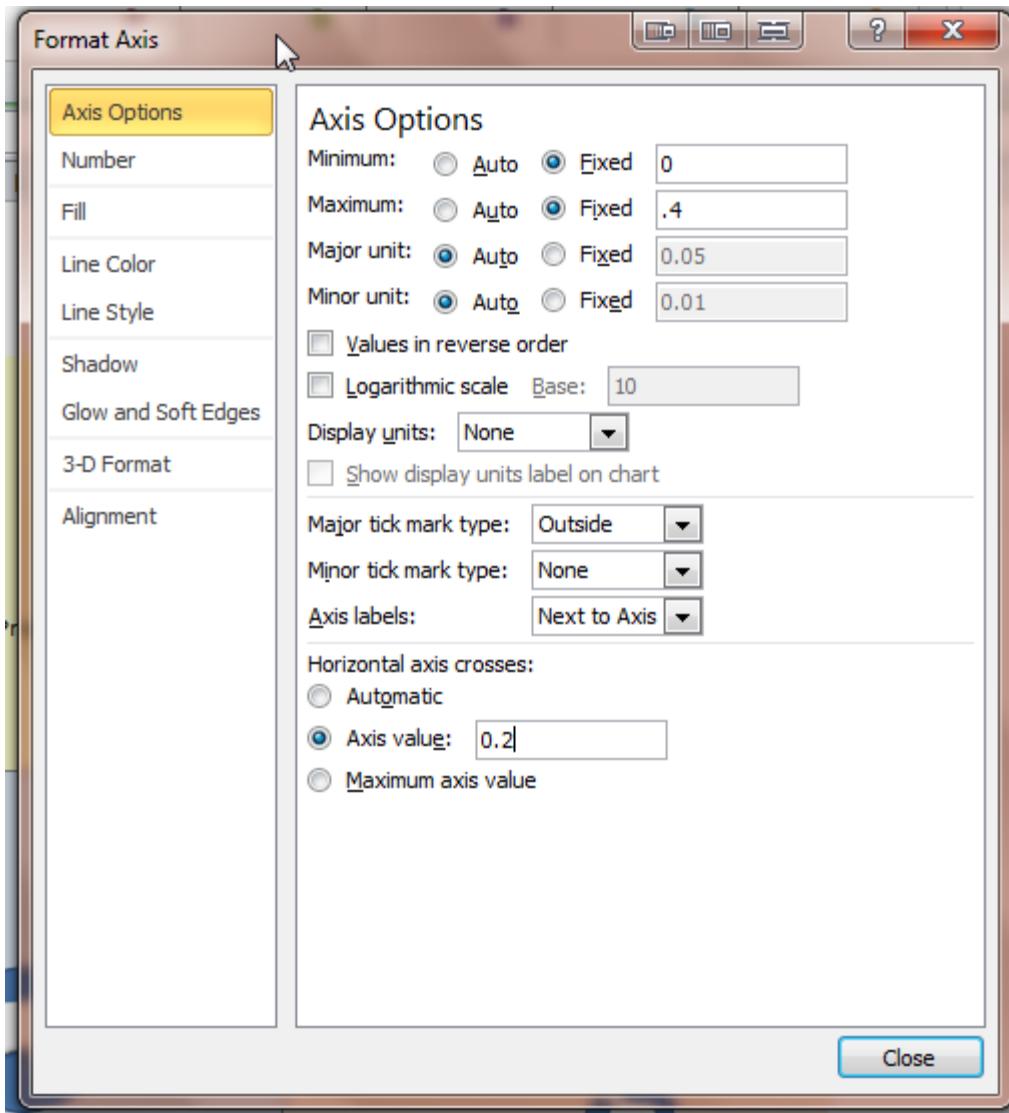


Right click on the X axis and then choose format axis.

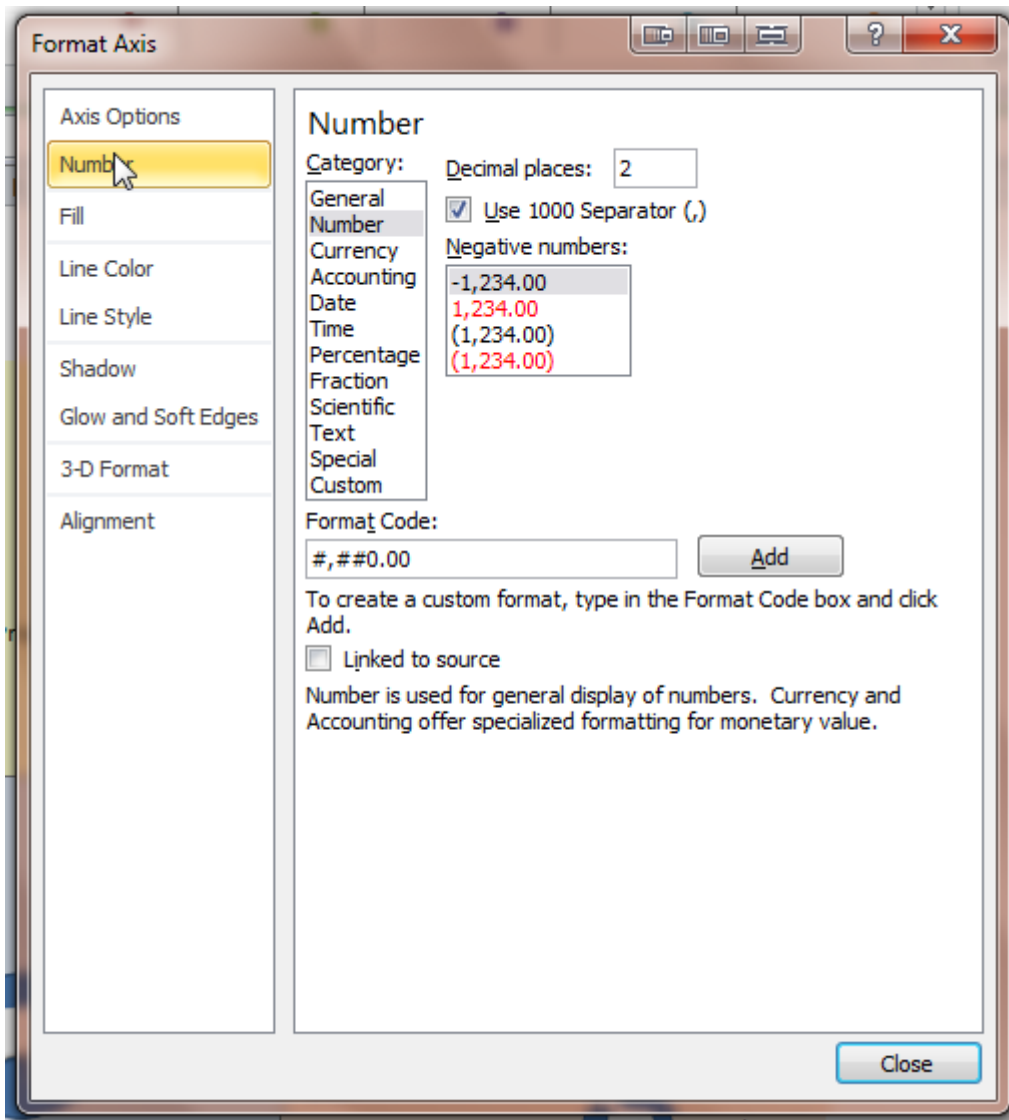


Select “Values in reverse order”. Then change where the “Vertical axis crosses” to have an Axis value of 2. This value will change depend upon your data.

Without closing the formatting pop up menu box, click on the Y axis. You can then adjust the minimum and maximum values to “0” and “4”. The Axis value this time should be 0.2. Again, this value will change dependent on the data added.



You can also change the number format using the Number tab to “Number” with 2 decimal places.



You can then press the close button. Your chart should now look like this:

