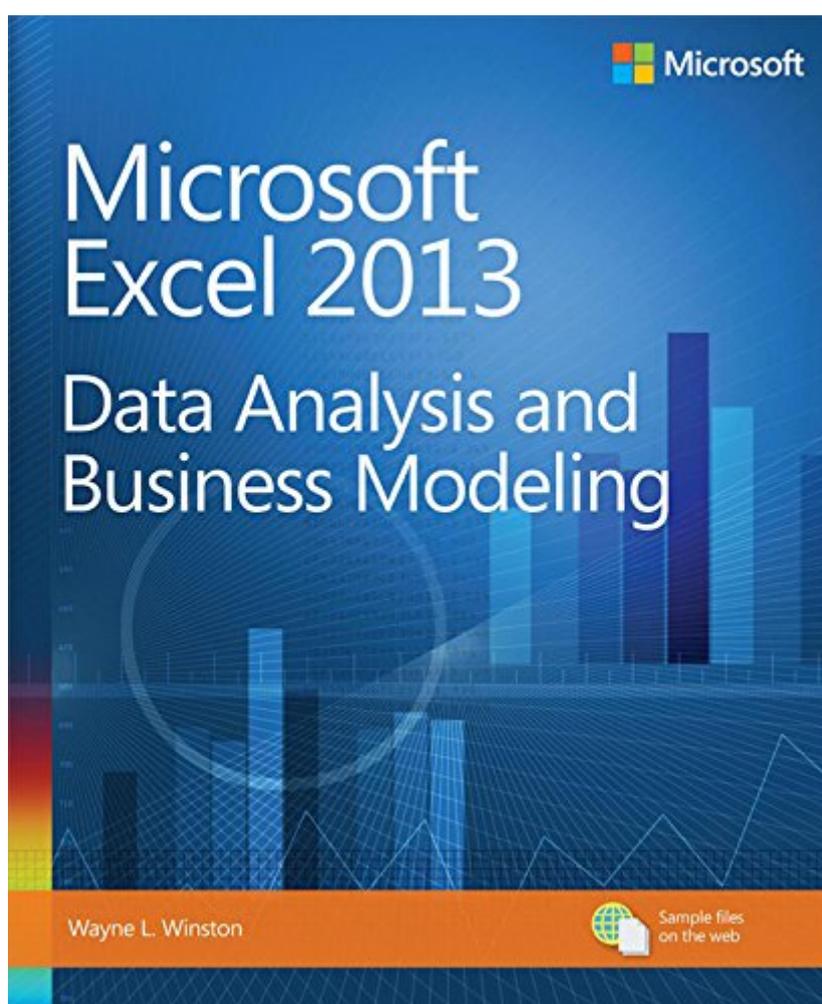# Microsoft Excel 2013 Data Analysis And Business Modeling: Data Analysis And Business Modeling (Introducing)

Synopsis

Master business modeling and analysis techniques with Microsoft Excel 2013, and transform data into bottom-line results. Written by award-winning educator Wayne Winston, this hands-on, scenario-focused guide shows you how to use the latest Excel tools to integrate data from multiple tablesâ"and how to effectively build a relational data source inside an Excel workbook. Solve real business problems with Excelâ"and sharpen your edge Summarize data with PivotTables and Descriptive Statistics Explore new trends in predictive and prescriptive analytics Use Excel Trend Curves, multiple regression, and exponential smoothing Master advanced Excel functions such as OFFSET and INDIRECT Delve into key financial, statistical, and time functions Make your charts more effective with the Power View tool Tame complex optimization problems with Excel Solver Run Monte Carlo simulations on stock prices and bidding models Apply important modeling tools such as the Inquire add-in

Book Information

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Customer Reviews

Caveat: I am a student of Dr. Winston's at the University of Houston.About two years ago (before I

started the MBA program) I felt like I could work my way around a spreadsheet. After purchasing the other popular excel books and working through them, they helped a lot. Then I took Dr. Winston's course(s) and realized that I only took away from the previous books what was applicable to my daily excel needs for my job. Now that I am finishing up the MBA program (final semester), I have started a consulting company using the exact methods out of this book that I learned in Dr. Winston's class.After reading the other reviews about how this book is challenging to get through, I completely agree. This is an advanced excel book. The big difference between this book and every other excel book (I have purchased several) is that the other ones teach you HOW to use excel. They walk you through the different formulas and teach you how to do them.This book teaches you the WHY while also teaching you the HOW. In other words, if you wanted to build a model to help a company maximize profit by determining which limited resources to put into play (labor, materials, $$) based on the revenue of each product, this book teaches you. This is the WHY (and was our week 1 homework problem in his class). In doing this you will learn how to use excel's solver model (constraints, changing cells, linear models, non linear...etc) , vlookups, nested if statements, and several other functions in excel. This is the HOW. So you get to learn a ton of the really cool functions in excel, how they work together in nested formulas, and how they could directly benefit a company/organization (just from one chapter).I am biased as I have learned quite a bit from Dr. Winston.

I have used excel for very long time but this book just takes your excel skills to whole another level. The best thing about the book are the exercises. Each chapter has anywhere between 10 -20 exercises, and if you diligently do them, you can be pretty confident that you have a reasonable functional mastery of the subject.SOME EXAMPLES: Here are some examples of what you can accomplish with this book. Use it as a checklist to see if you will find the book helpful.> Write A formula to calculate the distance between two cities> You have a paid event with multiple fee levels and several expenses. How many people need to attend to break even ?> Create a Pivot Table that gives average salary broken down by department?> How are monthly stock returns of Microsoft , GE, and Cisco Related?> How to forecast one quarter ahead revenues of Apple?> Based on the past on how long it takes to clean your house, If you start cleaning at noon, what are the chances that you will be finished in time to leave at 7:00 PM for a movie?> Suppose it costs $20 per hour to have a teller working, and you value a customer's time at $15 per hour. How many tellers should you have working?TIME COMMITMENT REQUIRED :Since this is "exercise driven" book, expect to spend few hours to few days (yes, in a real world, you will be pulled into other things) every chapter

and move to the next.I will not strictly call this book as a "reference" book since you need to know which formula or tool to use at which time without looking at a book.

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