

Read Book Microsoft Excel 2013 Data Analysis  
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Business Modeling Introducing

# Microsoft Excel 2013 Data Analysis And Business Modeling Data Analysis And Business Modeling Introducing

Thought-provoking and accessible in approach, this updated and expanded second edition of the Microsoft Excel 2013 Data Analysis and Business Modeling (Introducing) provides a user-friendly introduction to the subject. Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for advanced graduate-level students. We hope you find this book useful in shaping your future career. Feel free to send us your enquiries related to our publications to [info@risepress.pw](mailto:info@risepress.pw) Rise Press

Your guide to quickly turn data into results.

Transform your skills, data, and business—and create your own BI solutions using software you already know and love: Microsoft Excel. Two business intelligence (BI) experts take you inside PowerPivot functionality for Excel 2013, with a focus on real world scenarios, problem-solving, and data modeling. You'll learn how to quickly turn mass

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quantities of data into meaningful information and on-the-job results—no programming required!

Understand the differences between PowerPivot for Self Service BI and SQL Server Analysis Services for Corporate BI Extend your existing data-analysis skills to create your own BI solutions Quickly

manipulate large data sets, often in millions of rows

Perform simple-to-sophisticated calculations and what-if analysis Create complex reporting systems with data modeling and Data Analysis Expressions

Share your results effortlessly across your organization using Microsoft SharePoint Authors' note on using Microsoft Excel 2016: This book's content was written against Excel 2013, but it is useful and valid for users of Excel 2016 too. Excel

2016 introduces several new DAX functions and an improved editor for DAX without changing any existing behavior. In other words, all of the concepts and examples explained in this book continue to work with Excel 2016.

The world's most popular spreadsheet program is now more powerful than ever, but it's also more complex. That's where this Missing Manual comes in. With crystal-clear explanations and hands-on examples, Excel 2013: The Missing Manual shows you how to master Excel so you can easily track, analyze, and chart your data. You'll be using new features like PowerPivot and Flash Fill in no time.

The important stuff you need to know: Go from

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novice to ace. Learn how to analyze your data, from writing your first formula to charting your results.

Illustrate trends. Discover the clearest way to present your data using Excel's new Quick Analysis feature. Broaden your analysis. Use pivot tables, slicers, and timelines to examine your data from different perspectives. Import data. Pull data from a variety of sources, including website data feeds and corporate databases. Work from the Web. Launch and manage your workbooks on the road, using the new Excel Web App. Share your worksheets. Store Excel files on SkyDrive and collaborate with colleagues on Facebook, Twitter, and LinkedIn. Master the new data model. Use PowerPivot to work with millions of rows of data. Make calculations. Review financial data, use math and scientific formulas, and perform statistical analyses.

A friendly, visual approach to learning the basics of Excel 2013 As the world's leading spreadsheet program, Excel is a spreadsheet and data analysis tool that is part of the Microsoft Office suite. The new Excel 2013 includes new features and functionalities that require users of older versions to re-learn the application. However, whether you're switching from an earlier version or learning Excel for the first time, this easy-to-follow visual guide gets you going with Excel 2013 quickly and easily. Numbered steps as well as full-color screen shots, concise information, and helpful tips, all contribute to a clear, comfortable

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learning experience. Covers Excel basics, workbook fundamentals, formatting worksheets and enhancing them with graphics, analyzing data, communicating results with charts and PivotTables, and much more Walks you through using Flash Fill, representing your data in a variety of ways, and maximizing a more interactive interface Demonstrates how to share workbooks, collaborate with others, and embed portions of your spreadsheets on social network pages Excel 2013 Simplified is a quick and easy way to get up to speed on Excel 2013 for both novice users and those upgrading from an earlier version.

An award-winning business professor and corporate consultant shares the best of his real-world experience in this practical, scenario-focused guide--fully updated for Excel 2010.

Expert Paul McFedries helps you master key Excel 2019 and Office 365 tools for building more powerful spreadsheets. Use Excel 2019 and Office 365 core features to build spreadsheets that solve business problems and deliver reliable answers. Drawing on his unsurpassed experience, Paul McFedries helps you make the most of formulas and functions, including the latest improvements to arrays, formula error handling, and statistics. McFedries' step-by-step projects walk you through handling key tasks, from building timesheets to projecting cash flow and aging receivables. His practical examples and clear

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instructions demystify intermediate- to advanced-level formula construction, and help you leverage Excel's most useful functions in your everyday work. Becoming an Excel expert has never been easier! By reading this book, you will:

- Improve business analyses by adding intelligence and knowledge to your models
- Replace cumbersome formulas with convenient predefined functions
- Radically simplify complex calculations with Office 365's new dynamic arrays
- Use conditional formatting to reveal anomalies, problems, or opportunities
- Calculate loan payments, interest costs, terms, and amortization schedules
- Project the future value of investments, and plan to achieve investment goals
- Master essential discounting and cash-flow analysis tools, including net present value and internal rate of return
- Sort, filter, and analyze tabular data, from customers to inventory
- Easily analyze huge data sets with PivotTable calculations

About This Book

- For everyone who wants to get more done with Microsoft Excel in less time
- For business and financial professionals, entrepreneurs, students, and others who need to efficiently manage and analyze data

Master business modeling and analysis techniques with Microsoft Excel 2019 and Office 365 and transform data into bottom-line results. Written by award-winning educator Wayne Winston, this hands-on, scenario-focused guide helps you use Excel to

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ask the right questions and get accurate, actionable answers. New coverage ranges from Power Query/Get & Transform to Office 365 Geography and Stock data types. Practice with more than 800 problems, many based on actual challenges faced by working analysts. Solve real business problems with Excel—and build your competitive advantage: Quickly transition from Excel basics to sophisticated analytics Use PowerQuery or Get & Transform to connect, combine, and refine data sources Leverage Office 365's new Geography and Stock data types and six new functions Illuminate insights from geographic and temporal data with 3D Maps Summarize data with pivot tables, descriptive statistics, histograms, and Pareto charts Use Excel trend curves, multiple regression, and exponential smoothing Delve into key financial, statistical, and time functions Master all of Excel's great charts Quickly create forecasts from historical time-based data Use Solver to optimize product mix, logistics, work schedules, and investments—and even rate sports teams Run Monte Carlo simulations on stock prices and bidding models Learn about basic probability and Bayes' Theorem Use the Data Model and Power Pivot to effectively build and use relational data sources inside an Excel workbook Automate repetitive analytics tasks by using macros Laminated quick reference card showing step-by-step instructions and shortcuts for how to use tables,

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PivotTables, sorting and filtering features in Microsoft Office Excel 2013. This guide is suitable as a training handout, or simply an easy to use reference guide, for any type of user. The following topics are covered: List Range or Table? Excel Tables: Creating an Excel Table, Adding or Deleting a Table Row or Column, Turning On/Off the Total Row, Removing Duplicates, Using Table Specifiers in Formulas, Converting a Table to a List Range, Using a List Range for Sorting, Filtering, Subtotals, and PivotTables. PivotTables: Creating a PivotTable or PivotChart from Worksheet Data, Show/Hide the PivotTable Fields Pane, Adding/Removing a PivotTable Field, Refreshing a PivotTable, Rearranging a PivotTable, Adding a PivotChart to an Existing PivotTable, Changing the Summary Function, Changing How Values are Shown, Sorting and Filtering a PivotTable, Filtering PivotTables with Timelines, Using a PivotTable to Analyze Multiple Data Sources, Adding Excel Workbook Tables to the Data Model, Adding External Data to the Data Model, Defining Relationships Across Multiple Tables, Creating a New PivotTable to Analyze Multiple Data Model Tables, Adding Tables and Fields to an Existing PivotTable, Advanced Data Analysis, Creating a Power View Sheet, Adding a Visualization to Power View. Sorting & Filtering a Table or List Range: Basic Sorting, Complex Sorting, Filtering and Advanced Filtering, Show/Hide AutoFilter, Filtering with AutoFilter. Advanced Filtering: Criteria for Advanced Filters, Using Advanced Filters/Copying Filtered Data to Another Range, Selecting/Ordering Columns, Clearing Filtering and

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Sorting, Subtotals. This guide is one of several titles available for Excel 2013: Excel 2013 Introduction; Excel 2013 Data Analysis with Tables; Functions & Formulas. Harness the power of Excel to discover what your numbers are hiding Excel Data Analysis For Dummies, 2nd Edition is the ultimate guide to getting the most out of your data. Veteran Dummies author Stephen L. Nelson guides you through the basic and not-so-basic features of Excel to help you discover the gems hidden in your rough data. From input, to analysis, to visualization, the book walks you through the steps that lead to superior data analysis. Excel is the number-one spreadsheet application, with ever-expanding capabilities. If you're only using it to balance the books, you're missing out on a host of functions that can benefit your business or personal finances by uncovering trends and other important information hidden within the numbers. Excel Data Analysis For Dummies, 2nd Edition eliminates the need for advanced statistics or analysis courses by allowing you to harness the full power of Excel to do the heavy lifting for you. This 2nd Edition is fully updated to include information about Excel's latest features, making it a your go-to Excel guide for data analysis. Topics include: Working with external databases PivotTables and PivotCharts Using Excel for statistical and financial functions Solver, Small Business Finance Manager, and more The book also includes a guide to chart types and formatting, and advice on effective visual data presentation. You already have the data, so you might as well get something great out of it. Excel Data Analysis For Dummies, 2nd Edition is the key

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to discovering what your numbers are hiding.

Completely updated guide for students, scientists and engineers who want to use Microsoft Excel 2013 to its full potential. Electronic spreadsheet analysis has become part of the everyday work of researchers in all areas of engineering and science. Microsoft Excel, as the industry standard spreadsheet, has a range of scientific functions that can be utilized for the modeling, analysis and presentation of quantitative data. This text provides a straightforward guide to using these functions of Microsoft Excel, guiding the reader from basic principles through to more complicated areas such as formulae, charts, curve-fitting, equation solving, integration, macros, statistical functions, and presenting quantitative data. Content written specifically for the requirements of science and engineering students and professionals working with Microsoft Excel, brought fully up to date with the new Microsoft Office release of Excel 2013. Features of Excel 2013 are illustrated through a wide variety of examples based in technical contexts, demonstrating the use of the program for analysis and presentation of experimental results. New to this edition: The Backstage is introduced (a new Office 2013 feature); all the 'external' operations like Save, Print etc. are now in one place The chapter on charting is totally revised and updated – Excel 2013 differs greatly from earlier versions Includes many new end-of-chapter problems Most chapters have been edited to improve readability In Beginning Big Data with Power BI and Excel 2013, you will learn to solve business problems by tapping the power of Microsoft's Excel and Power BI to import data

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from NoSQL and SQL databases and other sources, create relational data models, and analyze business problems through sophisticated dashboards and data-driven maps. While Beginning Big Data with Power BI and Excel 2013 covers prominent tools such as Hadoop and the NoSQL databases, it recognizes that most small and medium-sized businesses don't have the Big Data processing needs of a Netflix, Target, or Facebook. Instead, it shows how to import data and use the self-service analytics available in Excel with Power BI. As you'll see through the book's numerous case examples, these tools—which you already know how to use—can perform many of the same functions as the higher-end Apache tools many people believe are required to carry out in Big Data projects. Through instruction, insight, advice, and case studies, Beginning Big Data with Power BI and Excel 2013 will show you how to: Import and mash up data from web pages, SQL and NoSQL databases, the Azure Marketplace and other sources. Tap into the analytical power of PivotTables and PivotCharts and develop relational data models to track trends and make predictions based on a wide range of data. Understand basic statistics and use Excel with PowerBI to do sophisticated statistical analysis—including identifying trends and correlations. Use SQL within Excel to do sophisticated queries across multiple tables, including NoSQL databases. Create complex formulas to solve real-world business problems using Data Analysis Expressions (DAX).

Spreadsheet skills are important for a first job, and DATA ANALYSIS USING MICROSOFT EXCEL prepares

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students to enter the world of work with stronger spreadsheet skills. Designed as a supplement to a main statistics text or as a reference for professionals, this handbook helps students build their proficiency in Microsoft Excel and shows them how to use the built-in capabilities of Excel to analyze data and make decisions. Although many of the examples are business oriented, the step-by-step approach makes this book appropriate for statistical analysis in other courses and academic disciplines.

Provides an introduction to data analysis and business modeling using Microsoft Excel.

Use Excel 2013's statistical tools to transform your data into knowledge Conrad Carlberg shows how to use Excel 2013 to perform core statistical tasks every business professional, student, and researcher should master. Using real-world examples, Carlberg helps you choose the right technique for each problem and get the most out of Excel's statistical features, including recently introduced consistency functions. Along the way, he clarifies confusing statistical terminology and helps you avoid common mistakes. You'll learn how to use correlation and regression, analyze variance and covariance, and test statistical hypotheses using the normal, binomial, t, and F distributions. To help you make accurate inferences based on samples from a population, this edition adds two more chapters on inferential statistics, covering crucial topics ranging from experimental design to the statistical power of F tests. Becoming an expert with Excel statistics has never been easier! You'll find crystal-clear instructions, insider

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insights, and complete step-by-step projects—all complemented by extensive web-based resources. Master Excel's most useful descriptive and inferential statistical tools Tell the truth with statistics—and recognize when others don't Accurately summarize sets of values Infer a population's characteristics from a sample's frequency distribution Explore correlation and regression to learn how variables move in tandem Use Excel consistency functions such as STDEV.S() and STDEV.P() Test differences between two means using z tests, t tests, and Excel's Data Analysis Add-in Use ANOVA to test differences between more than two means Explore statistical power by manipulating mean differences, standard errors, directionality, and alpha Take advantage of Recommended PivotTables, Quick Analysis, and other Excel 2013 shortcuts

## USE EXCEL'S STATISTICAL TOOLS TO TRANSFORM YOUR DATA INTO KNOWLEDGE

Nationally recognized Excel expert Conrad Carlberg shows you how to use Excel 2016 to perform core statistical tasks every business professional, student, and researcher should master. Using real-world examples and downloadable workbooks, Carlberg helps you choose the right technique for each problem and get the most out of Excel's statistical features. Along the way, he clarifies confusing statistical terminology and helps you avoid common mistakes. You'll learn how to use correlation and regression, analyze variance and covariance, and test statistical hypotheses using the normal, binomial, t, and F distributions. To help you make accurate inferences based on samples from a

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population, Carlberg offers insightful coverage of crucial topics ranging from experimental design to the statistical power of F tests. Updated for Excel 2016, this guide covers both modern consistency functions and legacy compatibility functions. Becoming an expert with Excel statistics has never been easier! In this book, you'll find crystal-clear instructions, insider insights, and complete step-by-step guidance. Master Excel's most useful descriptive and inferential statistical tools Understand how values cluster together or disperse, and how variables move or classify jointly Tell the truth with statistics—and recognize when others don't Infer a population's characteristics from a sample's frequency distribution Explore correlation and regression to learn how variables move in tandem Use Excel consistency functions such as STDEV.S( ) and STDEV.P( ) Test differences between two means using z tests, t tests, and Excel's Data Analysis Add-in Identify skewed distributions using Excel's new built-in box-and-whisker plots and histograms Evaluate statistical power and control risk Explore how randomized block and split plot designs alter the derivation of F-ratios Use coded multiple regression analysis to perform ANOVA with unbalanced factorial designs Analyze covariance with ANCOVA, and properly use multiple covariance Take advantage of Recommended PivotTables, Quick Analysis, and other Excel 2016 shortcuts Use Excel 2013's radically revamped charting and graphing tools to communicate more clearly, powerfully, and quickly... so you drive your message home, and get the decisions and actions you're looking for! This book

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reveals data visualization techniques you won't find anywhere else and shows you how to use Excel 2013 to create designer-quality charts and graphs that stand out from the crowd. It will help you make the most of new features ranging from Power View to Recommended Charts, and instantly share your insights with anyone, anywhere—even on the Web and social networks. Learning advanced Excel techniques has never been easier. You'll find simple, step-by-step instructions, real-world examples and case studies, and more than a dozen YouTube videos, straight from MrExcel!

- Create stunning data visualizations instantly with Excel 2013's new Recommended Charts
- Use charts to instantly reveal trends, differences, and relationships
- Map your data with Excel 2013, MapPoint, and the new GeoFlow add-in
- Quickly generate combo charts that once required complex, frustrating procedures
- Use sparklines to imbue worksheets with more context and insight
- Highlight and clarify the meaning of data with DataBars, color scales, icon sets, and other conditional formatting tools
- Post charts to Facebook, Twitter, or LinkedIn, directly from Excel
- Build stock charts that help you make smarter investments
- Solve “non-standard” problems such as noncontiguous data or custom data sequences
- Generate new charts automatically with Excel VBA
- Uncover visual tricks that people use to lie with Excel

About MrExcel Library: Every book in the MrExcel Library pinpoints a specific set of crucial Excel tasks and presents focused skills and examples for performing them rapidly and effectively. Selected by Bill Jelen, Microsoft Excel MVP and

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mastermind behind the leading Excel solutions website MrExcel.com, these books will:

- Dramatically increase your productivity—saving you 50 hours a year or more
- Present proven, creative strategies for solving real-world problems
- Show you how to get great results, no matter how much data you have
- Help you avoid critical mistakes that even experienced users make

Excel is the number-one spreadsheet application, with ever-expanding capabilities. If you're only using it to balance the books, you're missing out on a host of functions that can benefit your business or personal finances by uncovering trends and other important information hidden within the numbers.

Excel 2010 In Depth is the beyond-the-basics, beneath-the-surface guide for everyone who wants to streamline their work with Excel 2010, and get more done in less time. Legendary Excel expert Bill Jelen provides specific, tested, proven solutions to the problems Excel users run into every day: challenges other books ignore or oversimplify. Jelen thoroughly covers all facets of working with Excel 2010, and adds new chapters on Excel Web App which allows multiple users to edit a spreadsheet simultaneously. New coverage also includes: Slicer, which offers dynamic filtering of PivotTables; Sparklines, which add data visualization to any cell; Calculation engine which improves the speed and accuracy of math, financial, and statistical functions; and the new version of Solver. As with all In Depth books, Excel 2010 In Depth presents comprehensive coverage, breakthrough techniques, exclusive shortcuts, quick access to information, troubleshooting help for

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tough problems, and real-world examples with nothing glossed over or left out. Step-by-step instructions with icons guide readers through essential tasks such as designing tables, entering data, importing external data, designing and executing queries, and designing data entry forms and printed reports. Additional chapters on advanced form and report design emphasize data entry efficiency and presentation clarity. By Bill Jelen, aka MrExcel, an Excel MVP and the principal behind the leading Excel website, MrExcel.com Covers all aspects of working with Excel 2010, from its updated Ribbon interface to its breakthrough collaboration and improved business intelligence For everyone who wants to get the most out of Excel 2010, from casual users to corporate professionals

SUCCEEDING IN BUSINESS WITH MICROSOFT OFFICE EXCEL 2013 prepares your students to solve business problems by moving beyond the basic point and click skills to think critically about realistic business situations. When students combine software analysis with their own decision making abilities, they are more likely meet any business challenge with success. The Succeeding in Business Series emphasizes problem-solving, critical thinking, and analysis - challenging students to find efficient and effective solutions.

Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Advance your everyday proficiency with Excel! And earn the credential that proves it! Demonstrate your expertise with Microsoft Excel! Designed to help you practice and

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prepare for Microsoft Office Specialist: Excel Associate (Excel and Excel 2019) certification, this official Study Guide delivers: In-depth preparation for each MOS objective Detailed procedures to help build the skills measured by the exam Hands-on tasks to practice what you've learned Ready-made practice files Sharpen the skills measured by these objectives: Manage Worksheets and Workbooks Manage Data Cells and Ranges Manage Tables and Table Data Perform Operations by Using Formulas and Functions Manage Charts About MOS A Microsoft Office Specialist (MOS) certification validates your proficiency with Microsoft Office programs, demonstrating that you can meet globally recognized performance standards. Hands-on experience with the technology is required to successfully pass Microsoft Certification exams.

This book includes step-by-step examples and case studies that teach users the many power tricks for analyzing data in Excel. These are tips honed by Bill Jelen, "MrExcel," during his 10-year run as a financial analyst charged with taking mainframe data and turning it into useful information quickly. Topics include perfectly sorting with one click every time, matching lists of data, data consolidation, data subtotals, pivot tables, and much more.

This popular best-selling book shows students and professionals how to do data analysis with Microsoft Excel. DATA ANALYSIS WITH MICROSOFT EXCEL teaches the fundamental concepts of statistics and how to use Microsoft Excel to solve the kind of data-intensive problems that arise in business and elsewhere. Even

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students with no previous experience using spreadsheets will find that this text's step-by-step approach, extensive tutorials, and examples make it easy to learn how to use Excel for analyzing data. A downloadable StatPlus(tm) add-in for Microsoft Excel, data sets for exercises, and interactive concept tutorials are available on the Book Companion Website.

Shows readers how to perform complex data analysis, create reports with the data analysis expressions language, and add hierarchies to data models to enable faster browsing.

This book includes step-by-step examples and case studies that teach users the many power tricks for analyzing data in Excel. These are tips honed by Bill Jelen, "MrExcel," and Oz do Soleil during their careers run as a financial analyst charged with taking mainframe data and turning it into useful information quickly. Topics include data quality, validation, perfectly sorting with one click every time, matching lists of data, data consolidation, data subtotals, pivot tables, pivot charts, tables and much more.

This book offers a comprehensive and readable introduction to modern business and data analytics. It is based on the use of Excel, a tool that virtually all students and professionals have access to. The explanations are focused on understanding the techniques and their proper application, and are supplemented by a wealth of in-chapter and end-of-chapter exercises. In addition to the general statistical methods, the book also includes Monte Carlo simulation and optimization. The second edition has been

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thoroughly revised: new topics, exercises and examples have been added, and the readability has been further improved. The book is primarily intended for students in business, economics and government, as well as professionals, who need a more rigorous introduction to business and data analytics – yet also need to learn the topic quickly and without overly academic explanations. PivotTables may be Excel's most powerful feature, but Microsoft has estimated that only 15% of Excel users take advantage of them. That's because PivotTables (and their companion feature, PivotCharts) have a reputation for being difficult to learn. Not any more! In this expert tutorial, Excel legends Bill Jelen ("MrExcel") and Michael Alexander teach PivotTables and PivotCharts step-by-step, using realistic business scenarios that any Excel user can intuitively understand. Jelen and Alexander go far beyond merely explaining PivotTables and PivotCharts: they present practical "recipes" for solving a wide range of business problems. Drawing on more than 35 combined years of Excel experience, they provide tips and tricks readers won't find anywhere else, and show exactly how to sidestep common mistakes. Coverage includes:

- \* Creating PivotTables, customizing them, and changing the way you view them
- \* Performing calculations within PivotTables
- \* Using PivotCharts and other visualizations
- \* Analyzing multiple data sources with PivotTables
- \* Sharing PivotTables with others
- \* Working with and analyzing OLAP data
- \* Making the most of Excel 2013's powerful new PowerPivot feature
- \* Using Excel 2013's Slicer to dynamically filter PivotTables
- \* Enhancing

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PivotTables with macros and VBA code This book is part of the popular MrExcel's Library series, edited by Bill Jelen, world-renowned Excel expert and host of the world-renowned Excel help site, MrExcel.com.

Get more out of Microsoft Excel® 2013: more productivity and better answers for greater success! Drawing on his unsurpassed Excel experience, Bill Jelen (“Mr Excel”) brings together all the intensely useful knowledge you need: insights, techniques, tips, and shortcuts you just won’t find anywhere else. Excel 2013 In Depth is the fastest, best way to master Excel 2013’s full power; get comfortable with its updated interface; and leverage its new tools for everything from formulas, charts, and functions to dashboards, data visualization, and social media integration. Start by taking a quick “tour” of Excel 2013’s most valuable new features.

Then, learn how to Build more trustworthy, error-resistant, flexible, extensible, intelligent, and understandable spreadsheets Get more productive with Excel 2013’s new Start Screen and Timelines Create formulas, charts, subtotals, and pivot tables faster with new Flash Fill and Analysis Lens Quickly apply attractive, consistent formats Master every function you’ll ever need,- including powerful new web services functions Solve real-world business intelligence analysis problems Create amazing PowerPivot data mashups that integrate information from anywhere Use Power View to generate stunningly intuitive maps, dashboards, and data visualizations Share workbooks on the Web and social networks Leverage the improved Excel Web App to create highly interactive web pages and online

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surveys Automate repetitive functions using Excel macros Supercharge your workbooks with new apps from the Excel App Store Like all In Depth books, Excel 2013 In Depth delivers complete coverage with detailed solutions, and troubleshooting help for tough problems you can't fix on your own. Whatever you intend to do with Excel 2013, this is the only book you'll need!

Describes the features of the software program, including writing formulas, presenting data visually, linking worksheets, using PivotTables, and collaborating online.

Helping tech-savvy marketers and data analysts solve real-world business problems with Excel Using data-driven business analytics to understand customers and improve results is a great idea in theory, but in today's busy offices, marketers and analysts need simple, low-cost ways to process and make the most of all that data. This expert book offers the perfect solution. Written by data analysis expert Wayne L. Winston, this practical resource shows you how to tap a simple and cost-effective tool, Microsoft Excel, to solve specific business problems using powerful analytic techniques—and achieve optimum results. Practical exercises in each chapter help you apply and reinforce techniques as you learn. Shows you how to perform sophisticated business analyses using the cost-effective and widely available Microsoft Excel instead of expensive, proprietary analytical tools Reveals how to target and retain profitable customers and avoid high-risk customers Helps you forecast sales and improve response rates for marketing campaigns Explores how to

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optimize price points for products and services, optimize store layouts, and improve online advertising Covers social media, viral marketing, and how to exploit both effectively Improve your marketing results with Microsoft Excel and the invaluable techniques and ideas in Marketing Analytics: Data-Driven Techniques with Microsoft Excel.

Excel at Excel with the help of this bestselling spreadsheet guide John Walkenbach's name is synonymous with excellence in computer books that decipher the complexities of Microsoft Excel. Known as "Mr. Spreadsheet," Walkenbach shows you how to maximize the power of Excel 2013 while bringing you up to speed on the latest features. This perennial bestseller is fully updated to cover all the new features of Excel 2013, including how to navigate the user interface, take advantage of various file formats, master formulas, analyze data with PivotTables, and more. Whether you're an Excel beginner who is looking to get more savvy or an advanced user looking to become a power user, this latest edition provides you with comprehensive coverage as well as helpful tips, tricks, and techniques that you won't find anywhere else. Shares the invaluable insight of Excel guru and bestselling author "Mr. Spreadsheet" John Walkenbach as he guides you through every aspect of Excel 2013 Provides essential coverage of all the newest features of Excel 2013 Presents material in a clear, concise, logical format that is ideal for all levels of Excel experience Features a website that includes downloadable templates and worksheets from the book Chart your path to fantastic

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formulas and stellar spreadsheets with Excel 2013 Bible! Manage, analyze, and visualize data with Microsoft Excel 2013 to transform raw data into ready to use information About This Book Create formulas to help you analyze and explain findings Develop interactive spreadsheets that will impress your audience and give them the ability to slice and dice data A step-by-step guide to learn various ways to model data for businesses with the help of Excel 2013 Who This Book Is For If you want to start using Excel 2013 for data analysis and business modeling and enhance your skills in the data analysis life cycle then this book is for you, whether you're new to Excel or experienced. What You Will Learn Discover what Excel formulas are all about and how to use them in your spreadsheet development Identify bad data and learn cleaning strategies Create interactive spreadsheets that engage and appeal to your audience Leverage Excel's powerful built-in tools to get the median, maximum, and minimum values of your data Build impressive tables and combine datasets using Excel's built-in functionality Learn the powerful scripting language VBA, allowing you to implement your own custom solutions with ease In Detail Excel 2013 is one of the easiest to use data analysis tools you will ever come across. Its simplicity and powerful features has made it the go to tool for all your data needs. Complex operations with Excel, such as creating charts and graphs, visualization, and analyzing data make it a great tool for managers, data scientists, financial data analysts, and those who work closely with data. Learning data analysis and will help you bring your data skills to

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the next level. This book starts by walking you through creating your own data and bringing data into Excel from various sources. You'll learn the basics of SQL syntax and how to connect it to a Microsoft SQL Server Database using Excel's data connection tools. You will discover how to spot bad data and strategies to clean that data to make it useful to you. Next, you'll learn to create custom columns, identify key metrics, and make decisions based on business rules. You'll create macros using VBA and use Excel 2013's shiny new macros. Finally, at the end of the book, you'll be provided with useful shortcuts and tips, enabling you to do efficient data analysis and business modeling with Excel 2013. Style and approach This is a step-by-step guide to performing data analysis and business modelling with Excel 2013, complete with examples and tips.

As one of the most popular software tools in the world, Microsoft Excel is used by business analysts across the globe to keep track of details, look deeply into the data that drives business, and provide managers with the information and insights they need to keep their companies moving forward. MICROSOFT EXCEL 2013 FOR THE BUSINESS ANALYST is an introduction to Excel, written by a business analyst for business analysts. While providing a general overview of the features and functions of Excel, the book places special emphasis on helping users in the task of data analysis. The book begins with a conceptual overview and a discussion of Excel's main components--cells, worksheets, tables, pivot tables, and pivot charts. That material provides an understanding of how Excel

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summarizes data and paves the way for a detailed exploration of the software's formulas and functions. Written in an easy-to-grasp style, with plenty of helpful screenshots, MICROSOFT EXCEL 2013 FOR THE BUSINESS ANALYST is perfect for analysts who are new to Excel or experienced users who wish to learn more about Excel's business-analysis capabilities. ANALYZE HUGE AMOUNTS OF BUSINESS DATA FASTER, MORE EASILY, AND MORE ACCURATELY! Use Microsoft's free PowerPivot add-in for Excel 2010 to analyze immense amounts of data from any source, perform state-of-the-art business analysis far more easily, and make better decisions in less time! Simple, step-by-step instructions walk you through installing PowerPivot, importing data, using PivotTables with PowerPivot, using super-powerful DAX functions and measures, reporting to print or SharePoint, and a whole lot more. Whatever your Excel data analysis experience, this book will help you use PowerPivot to get the right answers, right now—without IT's help! Import and integrate data from spreadsheets, SQL Server, Access, Oracle, text files, Atom data feeds, and other sources Analyze multiple tables together, without complicated VLOOKUPS Format, sort, and filter data in the PowerPivot window Add calculated columns using new DAX functions Create powerful reports from PowerPivot data—and format them so executives instantly get your point Discover PivotTable tricks that work even better in PowerPivot Control multiple PivotTable elements on one worksheet, with one set of Excel 2010 Slicers Use DAX Measures to quickly perform tasks that were difficult or

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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 tables—and how to effectively build a relational data source inside an Excel workbook. Solve real business problems with Excel—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

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