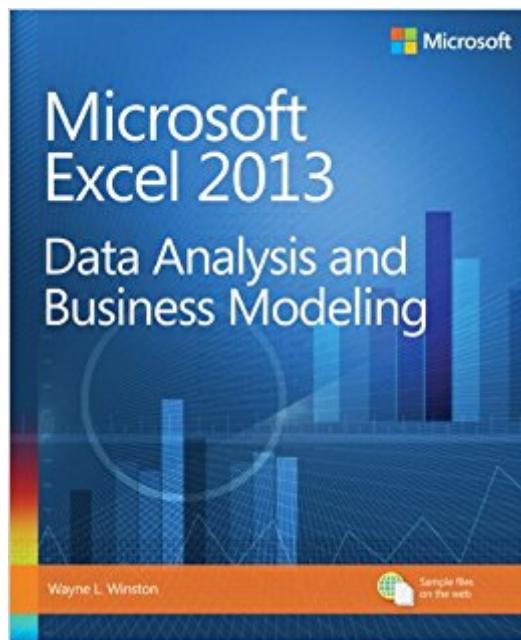


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# Microsoft Excel 2013 Data Analysis And Business Modeling



## 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 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

## Book Information

Paperback: 888 pages

Publisher: Microsoft Press; 1 edition (January 25, 2014)

Language: English

ISBN-10: 0735669139

ISBN-13: 978-0735669130

Product Dimensions: 7 x 2 x 9 inches

Shipping Weight: 3.2 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 94 customer reviews

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## Customer Reviews

Wayne L. Winston is a professor of Decision Sciences at Indiana University's Kelley School of Business and has earned numerous MBA teaching awards. For 20+ years, he has taught clients at Fortune 500 companies how to use Excel to make smarter business decisions. Wayne and his business partner Jeff Sagarin developed the player-statistics tracking and rating system used by the Dallas Mavericks professional basketball team. He is also a two time Jeopardy! Champion.

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. There is a reason why he has won all of the awards that he has (google his name and Indiana University). He is very good at explaining these concepts to somebody like me that doesn't come from a heavy quantitative background.

UPDATE 8/1/2015: I have recently spoken with Dr. Winston and he mentioned that he was in the process of putting his courses up online. He said that currently there are around 200 videos explaining lots of the topics in his books. I am not sure of the website, but once he tells me I will update this review again.

UPDATE 8/17/2015: Spoke with Dr. Winston yesterday and he said that his site is up! Just checked it out and there is a lot of free content showing how to work some of the examples in his book. You can find it by googling excelwithwayne (fitting name). I'm jealous because I just paid a ton of money to take his classes when I could have just watched his videos. I am only posting this here because some of the reviews said that they would like to see the videos if possible. Not trying to sell anything as this is Dr. Winston's website and I am just an alum of his.

For those starting in any kind of role in analysis, whether is be as a data scientist, financial analyst, research analyst, or just any type of analyst or manager in general, I would definitely recommend

this book. In fact, the top 3 books I would recommend for anyone looking to be a true Excel powerhouse are(in order):1.) Mike Smart's Excel 2013 Essential and Expert Skills2.) This book, Microsoft Excel 2013 Data Analysis and Business Modeling3.) John Foreman's Data SmartWhat I truly love about this book is not only the shear breadth of information, with topics ranging from shipping optimization to generating your own football team rankings, but also the depth! There are numerous examples of problems at the end of each chapter that help to solidify your knowledge and practice of the given topic. Winston also does something rare that I wish more authors would do: offer plenty of examples and solutions in Excel format! I'm someone who learns by doing and practicing and this book is like taking a college semester in data analysis condensed into 1 book. Winston also does an excellent job of building up your skills in a logical fashion throughout the book, in addition to making chapters small enough to be indexed properly so you can jump to your topic of choice for review or reference. Incredible book that I cannot recommend enough!

I've been learning Excel 2013 powerpivot for the last year. It's revolutionized the way the organization I work for does it's financial analysis and reporting. I've trained 30 of my staff on the basics of powerpivot. This book to me is the top resource for learning powerpivot and as a reference for both beginner and advanced users. I've bought almost every book there is on powerpivot and this is the best. The other books I've bought have been helpful and useful but this is the best.

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