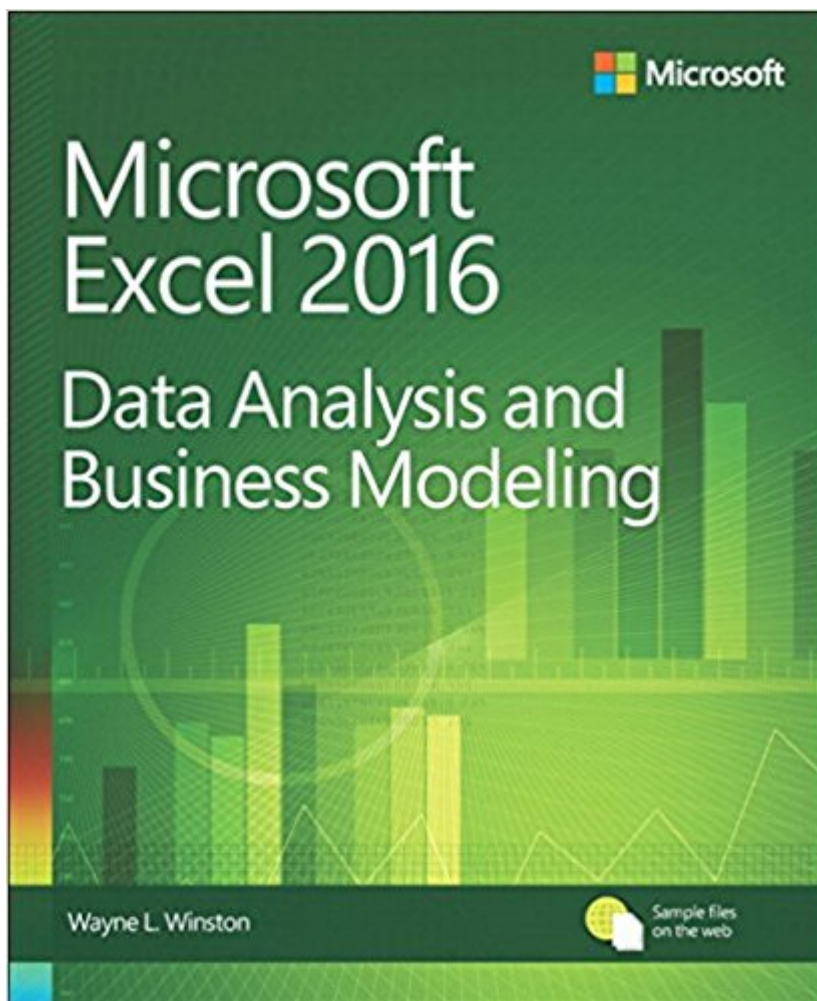


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# Microsoft Excel Data Analysis And Business Modeling (5th Edition)



## Synopsis

Master business modeling and analysis techniques with Microsoft Excel 2016, and transform data into bottom-line results. Written by award-winning educator Wayne Winston, this hands on, scenario-focused guide helps you use Excel's newest tools to ask the right questions and get accurate, actionable answers. This edition adds 150+ new problems with solutions, plus a chapter of basic spreadsheet models to make sure you're fully up to speed. Solve real business problems with Excel and build your competitive advantage Quickly transition from Excel basics to sophisticated analytics Summarize data by using PivotTables and Descriptive Statistics Use Excel trend curves, multiple regression, and exponential smoothing Master advanced functions such as OFFSET and INDIRECT Delve into key financial, statistical, and time functions Leverage the new charts in Excel 2016 (including box and whisker and waterfall charts) Make charts more effective by using Power View Tame complex optimizations by using Excel Solver Run Monte Carlo simulations on stock prices and bidding models Work with the AGGREGATE function and table slicers Create PivotTables from data in different worksheets or workbooks Learn about basic probability and Bayes' Theorem Automate repetitive tasks by using macros

## Book Information

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## Customer Reviews

WAYNE L. WINSTON is Professor Emeritus of Decision Sciences at Indiana University's Kelley School of Business and Visiting Professor of Decision and Information Sciences at University of Houston Bauer College of Business. He has earned numerous MBA teaching awards. For more

than 20 years, he has taught clients at Fortune 500 companies, various accounting groups, the US Navy, and the US Army 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.

I have used many Excel how-to manuals over the years, and I can say unequivocally that this is the most high-end product available for Excel business modeling. The content in this book is the type of material that you would learn in an Ivy League MBA program (~\$100k in tuition) or at a top consulting firm after years experience -- all for the price of a textbook. The pedigree of the author is incredible, both academically and industry-wise, and I truly felt as if I was learning from the preeminent guy in the field. I think the biggest advantage of this book over similar products is that the author uses real-life examples that he has encountered in his decades of consulting experience in industry to teach the reader complex modeling from finance to supply chain to sports analytics. Unlike other material I have used, the author is adept at engaging the reader and making you feel like he is talking directly to you. I am a consultant at one of the most notable firms in the world, and this book has become the secret weapon that differentiates me from my peers. Pros: 1. The examples are laid out very well and the author provides files that you can download to follow along with; 2. The author does not use boring examples like comparable products, yet real-life problems that the reader can relate to; 3. The author has a tremendous pedigree and can be considered an expert in his field; 4. The material in this book has made me the premier Excel guy at my organization that everyone comes to in order to solve problems. Cons: 1. I feel like the author is someone that knows "a lot about a lot" and he tends to hold back on some topics just because his publisher probably imposes a page count limit on him; 2. The book is a large soft-back textbook, but it is still very portable.

This is a great book to have on hand and it will show you the quick tips.

By far this is one of the best books ever written, simple explanations straight to the point covering in detail excel tools and functions, tons of exercises with support materials. This book is the way to go to really learn excel.

Love it

Only for those who handel big amonth of data

Excellent book!!

Fantastic book! I was, by no means, an excel expert. This book is well structured to where anybody can understand. I love the example and template files to help you understand the processes. Then at the end of each chapter, there are questions that require you to create spreadsheets on your own. These last few questions do a terrific job reinforcing the chapter and making sure you truly understand the concepts and where to use them, rather than just understanding simple procedures. This book is quite extensive and I'd recommend it if you wish to be successful in business analysis and modeling. The book covers v-lookups, if statements, sorting, conditional formatting, tables, solver, pivot tables, and about 75 other chapters. Highly recommended.

I love this book! Much of what is in it I had knowledge of but there were some subjects that just blew my mind.

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