

# Hidden Secrets in Data Analysis with Excel

*Achieve breakthrough performance in Data Management like never before*

I now have a much better understanding of what can be done using Excel for my business and also know how to do it! As the course has real examples and each case study is a build up, it is easy to understand the context and immediately make reference to my own company and problems I have faced.

**Neeraj Sundarajoo, Senior Consultant , Comwerks Interactive**

I discover the power of pivot tables and charts which allows me to chart very quickly. I now know what my staff can do to extract data and better design forms for feedback survey after each talk or event.

**Ho Sun Yee, CEO, Singapore Heart Foundation**

## INTRODUCTION

With the advancement in technology, companies are capturing more and more data about the customers, including their contacts, purchasing patterns, etc. And there arises a need to process the data and analyze the information which could be used to generate sales. While the IT departments are capable of capturing the information, majority of them are not able to sieve information based on the business needs of the company. And you are left on your own to figure out how you should make use of this data.

In most cases, you are likely to make use of common desktop applications like MS Excel to analyze the data and to present the summary to the management. Depending on how conversant you are in using Excel, you could be spending minutes or days on getting the same information. Being able to exploit the power of Excel will help you progress beyond your current level of work efficiency and productivity.

If you are not sure if this is a course you should attend, simply download the excel file from the following web address [http://www.advanced-excel.com/excel\\_tests.html](http://www.advanced-excel.com/excel_tests.html) and find out if you could get the correct information asked for in **1 minute**. If you are unable to do this in less than a minute, attending this course would then be extremely valuable for you.

## COURSE OBJECTIVES

Taking a hands-on approach and making use of common business decision-making scenarios, participants will learn how to apply useful Excel functions and worksheet formulas to the process of data management, from data manipulation to data reporting / analysis.

## COURSE OUTLINE

### Case Example

You have maintained a listing of your customers and their birthdays. The company believes that it is always good to keep in touch with the customers by remembering their birthdays. You are told that from now on, you are to send birthday cards to them. Find out how many birthday cards you have to send each month and the names of these customers.

Through the use of business scenarios such as the one given above, participants will learn how to exploit the Excel functions in a creative way to achieve the business objectives.

### Case 1 – Translating Data

Translating Raw Data Into Useful Business Information

	A	B
4		
5		
6	Name	DOB
7	Adella	12/18/1955
8	Allen	8/26/1963
9	Anne	10/29/1941
10	Beverly	1/2/1971
11	Bonnie	12/28/1961
12	Brian	10/16/1979
13	Carol	4/2/1971

  

	A	B	C
6	Name	DOB	DOB Month
7	Adella	12/18/1955	
8	Allen	8/26/1963	
78	Theodore	5/18/1953	
79	Thomas	12/15/1959	
80	William	9/12/1960	
81	William	9/18/1960	
82	Subtotal	75	
83			
84			
85		Month	
86		1	
87		2	
88		3	
89		4	
90		5	

Learn how to use Subtotal formula Effectively

### Case 2 – Selecting Records

Select all records that meet a certain criteria (such as blank cells, contains conditional formats, visible rows, etc) at once using a simple and very rarely explored function in Excel



## Case 6 – Automating Processes

Learn how to automate work processes even when having ZERO knowledge on Macro programming.

### Apply all these Excel functions and formulas in the case scenarios >>

1. Working with Date Functions
2. Working with Sub-Total Functions
3. Working with IF function
4. Using Auto filters
5. Using Goto
6. Counting records based on criteria
7. Getting relevant data from a cell
8. Merging data from two list of records
9. Using Pivot Table
10. Using Pivot Chart
11. MS Query
12. Handle errors in formulas
13. Introduction to Macro Programming

### DURATION OF THE COURSE

The entire course is 2 days long. In part **ONE**, participants will learn how to use and apply the functions listed in the course outline. In part **TWO**, participants will focus on reviewing the functions learnt by raising examples and difficulties that they have encountered when applying the functions in their jobs.

### CLASS SIZE

The course is conducted with a class of no more than 20 participants.

### DETAILS ON THE COURSE

Date : 15 Jan & 22 Jan 2010  
23 Apr & 30 Apr 2010  
9 Jul & 16 Jul 2010  
11 Oct & 18 Oct 2010

Venue : 10 Anson Road #26-02A International Plaza Singapore 079903

Price : \$600 Nett

Computers and Course materials will be provided by *everydayExcel* **Business Lab Pte Ltd.**

### CLIENTS WHO HAVE BENEFITED FROM THIS COURSE

3M Technologies (S) Pte Ltd  
Abacus International Pte Ltd  
Adam Khoo Learning Technologies Group

BCH Retail Investment Pte Ltd (Bugis Junction)  
Cummins Filtration Singapore  
Danfoss Industries Pte Ltd  
Deltron Consultancy Pte Ltd  
Discovery Asia, Inc.  
East West Executive Travellers Pte Ltd  
Eltra Aeronautics (S) Pte Ltd  
Giamso International Tours Pte Ltd  
Greene, Tweed & Co Pte Ltd  
Heineken Far East Pte Ltd  
Hewlett Packard Asia Pacific Pte Ltd  
Hin Lung Hyundai Pte Ltd  
Holcim Trading Pte Ltd  
Honeywell Specialty Chemicals (S) Pte Ltd  
Igus Singapore Pte Ltd  
IIR Exhibitions Pte Ltd  
Institute of Technical Education  
Jason Electronics Pte Ltd  
Johnson & Johnson Vision Care, Singapore  
Marketing Institute of Singapore  
Microsoft Regional Sales Office  
National Council of Social Science  
NTUC Childcare  
Rohde & Schwarz SCA Pte Ltd  
Singapore Press Holdings Ltd  
Sumitomo Corporation  
Tan Tock Seng Hospital  
Taytonn Pte Ltd  
Trek Services  
Wywy Office Solutions Pte Ltd

## **OUR TRAINERS**

EverydayExcel' trainers are all experts in spreadsheets and databases. They are specially hand-picked by the Master Trainer, Jason Khoo, based on their experiences in training and the business knowledge they possess. Jason has worked in local listed companies and foreign MNCs managing the companies' budgeting process and developed business models for forecasting. He was also a financial counsel for a Fortune 500 company's business unit which generated a total revenue of more than S\$100 million per annum.

EverydayExcel has helped many companies save thousands of dollars by providing simple and yet powerful business solutions through the use of Microsoft® Excel. Examples of such solutions include budget planning and forecasting, customer segmentation program, personalized email broadcast to targeted customers, and sales lead generation program (mini CRM), etc.

## Hidden Secrets in Excel Data Analysis

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Course Location : 10 Anson Road #26-02A  
International Plaza  
Singapore 079903

Time : 9 am to 5 pm

Course Date : \_\_\_\_\_

Salute	Participant Name	Designation	Email Address

Company Name:	
Company Address:	
Tel/Fax:	

**Contact Person (if different from above)**

Name:	
Designation:	
Tel/Fax:	
Email Address:	

Amount Payable :		Pax X S\$600 per pax =	
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We would like to register the personnel listed above for the course. We can withdraw any of them from the course after registration with no obligation if it is done **2 weeks from the course**.

If it is less than 2 weeks, we can either substitute another person for the course or pay 50% of the course;

If it is less than 1 week, we can either substitute another person for the course or pay 100% of the course.

\_\_\_\_\_  
Name:  
Designation

Please email your registration form to [enquiry@everydayexcel.com](mailto:enquiry@everydayexcel.com) or fax it **3150 8248**