EXCEL FOR DATA ANALYSIS AND BUSINESS MODELING

PROGRAM DESCRIPTION & OBJECTIVES

Whether you work for a Fortune 500 corporation, a small company, a government agency, or a not-for-profit organization, Microsoft Excel is used in almost all organizations for summarizing, reporting, and analyzing numerous data. In this course, the trainees will master the Microsoft Excel techniques successful business analysts and business data analysts trust on every day to extract actionable information from business data. Starting with basic Excel functions, we will start to work with real world data sets, display the results in charts and graphs, then solve more advanced problems using Excel's built-in data functions and the Solver plugin. Along the way, the course aims to teach the essential data modeling and predictive analytics concepts that will help the trainees to ask the right questions and extract the most useful answers. We will learn the most important type of models, how to pick the best one, depending on the situation, and how to measure model's effectiveness to ensure it remains the best available.

COURSE CONTENT

- Basic Excel Syntax
  - Functions on Arrays
- Binary Classification and the Confusion Matrix
- Information Measures
  - Introduction to Measuring Uncertainty
  - New Data and Information Gain
- Linear Regression
  - Introduction to Parametric Models
  - Unpacking Linear Regression
- Samples and Random Variables
- Case Study: Modeling Credit Card Default Risk and Customer Profitability

AUDIENCE

This program is primarily intended for people whose job involves analysis of extensive amount of data using spreadsheet packages like Excel. Participants are advised to bring their laptop for the program.

COURSE SCHEDULE

Day1

- Basic Excel Syntax
- Functions on Arrays
- Binary Classification and the Confusion Matrix
- Information Measures
- Introduction to Measuring Uncertainty
- New Data and Information Gain

Day2

- Linear Regression
- Introduction to Parametric Models
- Unpacking Linear Regression
- Samples and Random Variables
- Case Study: Modeling Credit Card Default Risk and Customer Profitability

BRIEF PROFILE

Srivastava, Riktesh, is an Associate Professor, Information Systems at Skyline University College, Sharjah. He is PhD in Information Systems and Executive Qualification in Management from prestigious Indian Institute of Management, Ahmedabad (IIMA). Apart, he holds Masters in ECE (MS), Information Technology (ME) and Marketing (MBA). Dr Srivastava had also accomplished certification programs on:

- Marketing-Wharton School, University of Pennsylvania
- Customer Analytics-Wharton School, University of Pennsylvania
- Electronic Commerce, NTU, Singapore

Total Experience of 17+ years, has written 3 books (OS, C++ Programming and RDBMS) and published 50+ papers in International Journals and Conferences.