



Statistical Data Analysis using MS Excel for extracting intelligence from Financial Data

Dr Manjunath B R



Excelling Excel!

- Microsoft **Excel** is one of the most important because of the key role it plays in many sectors.
- Microsoft **Excel** is an indispensable tool for any business.
- Used by most of the *data scientists* who require the understanding of statistical concepts and behaviour of the data.

Why Excel Still Matters in the Workplace?

- It Keeps Your Finances in Order
- It's Profitable - Skill
- It Helps You Understand Your Customer
- Helps You Plan for the Future
- Organizes the Details
- Keeps Everyone in the Loop

STATISTICAL DATA ANALYSIS FOR BUSINESS

- Solve a broad range of business problems that range from
 - ✓ stock analysis,
 - ✓ data visualization,
 - ✓ budget planning,
 - ✓ record maintenance, and
 - ✓ fiscal result reporting.
- It includes a collection of statistical functions, besides a Data Analysis ToolPak that saves additional steps and valuable time of analysts.

Quick Data Intelligence

Data analysis ToolPak

- gives a list of descriptive statistics which defines and describes business data, subsequently making data inspection an easy task for the modern enterprise.

Business Applications of Excel Data Analysis

Finance and Accounting

- Outlining financial results.
- Creating budgets and forecasts.
- Listing expense categories to record how close the product is to budget across each category.

Business Applications of Excel Data Analysis

Marketing and Product Management

- Listing of sales targets to manage the salesforce and plan future marketing strategies based on historical data.
- Summarizing customer and sales data by category with a quick drag-and-drop using pivot tables.
- Formulate customized marketing strategy based on monthly purchase volume by product.
- Summarize customer revenue by-product to plan customer relationship strategy.

Business Applications of Excel Data Analysis

Human Resources Planning

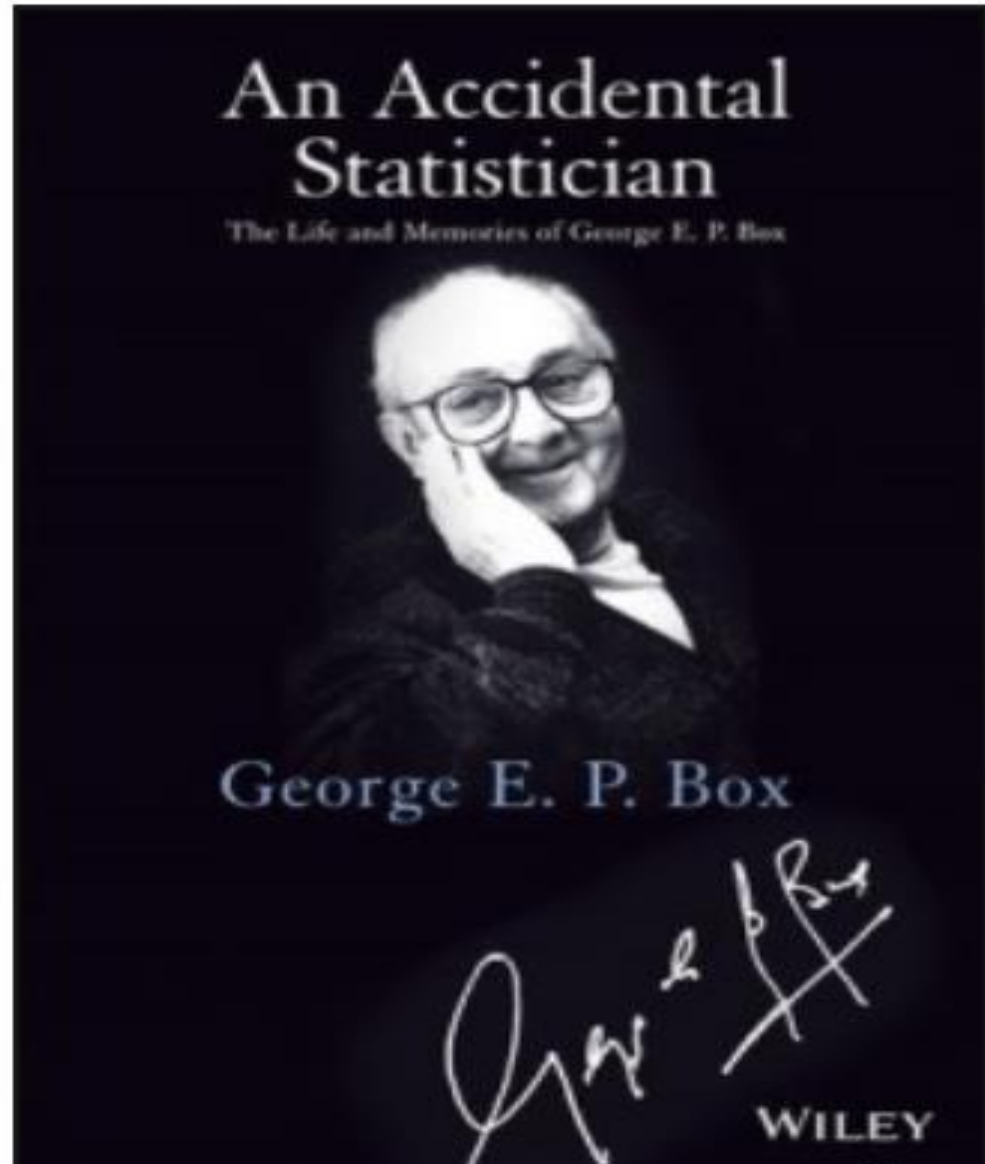
- Discover trends, summarize expenses and better understand how the workforce is spread out by function or pay level.
- Record employee details and performance to limit attrition rate.

Excel Functions for Business Transformation

- Sort
- Conditional Formatting
- Charts
- Pivot Tables
- What-If Analysis
- Solver
- HLOOKUP
- VLOOKUP
- Index
- Match

Warm UP – using EXCEL

*"All models are wrong, but
some are useful."*



Q & A



Thank you

