

				Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19
1	Marketing Budget	Communic	Unit	13,034	11,585	10,074	13,295	18,392	12,082	20,175	24,788
2	10440	Personnel	0	345	347	194	1,983	374	838	764	133
3	10440	Personnel	1	321	434	178	519	1,852	342	343	345
4	10440	Personnel	0	0	2,300	180	90	22	450	343	345
5	10521	Personnel Total	1	13,000	16,666	11,786	15,652	18,039	12,680	21,508	25,598
6	10518	Marketing	2	6,000	2,700	5,000	1,500	1,200	1,200	1,500	4,800
7	10518	Marketing	1	2,000	5,420	3,000	2,100	300	500	4,200	3,824
8	10518	Marketing	0	8,000	4,680	2,000	8,000	-	4,800	6,000	7,500
9	10543	Marketing	3	78,200	12,000	18,000	14,000	10,100	5,310	10,250	18,074
10	11089	Market Research Total	2	1,200	180	1,200	432	124	312	2,488	-
11	10470	Comms	2	523	431	371	373	311	317	350	-
12	10470	Comms	1	10,242	-	10,430	16,000	12,000	13,500	24,660	45,782
13	10238	Comms	0	-	532	158	1,000	374	345	680	3,487
14	10768	Comms	0	-	1,245	12	687	34	345	28,872	88,882
15	10408	Comms	0	12,802	18,338	12,418	10,336	13,804	18,128	1,202	478
16	10408	Comms	4	18,700	19,332	15,200	18,880	12,000	155	397	108
17	10408	Other	0	200	150	150	200	120	100	500	770
18	10408	Other	0	400	500	100	300	350	400	600	848
19	10408	Other	2	681	102	300	235	210	210	1,830	1,700
20	10408	Other	2	20,544	78,128	18,814	18,820	13,170	2,174	12,387	20,770
21	10408	Other Total	2	20,544	19,885	18,814	13,295	18,792	2,174	12,387	20,770
22	10440	Personnel	0	345	347	194	1,983	374	838	764	133
23	10440	Personnel	1	321	434	178	519	1,852	342	343	345
24	10440	Personnel	0	0	2,300	180	90	22	450	343	345
25	10521	Personnel Total	1	13,000	16,666	11,786	15,652	18,039	12,680	21,508	25,598
26	10518	Marketing	2	6,000	2,700	5,000	1,500	1,200	1,200	1,500	4,800
27	10518	Marketing	1	2,000	5,420	3,000	2,100	300	500	4,200	3,824
28	10518	Marketing	0	8,000	4,680	2,000	8,000	-	4,800	6,000	7,500
29	10543	Marketing	3	78,200	12,000	18,000	14,000	10,100	5,310	10,250	18,074
30	11089	Market Research Total	2	1,200	180	1,200	432	124	312	2,488	-



DIGITAL INNOVATION AND TRANSFORMATION | COURSE

# Data Management, Manipulation & Analysis using Excel®

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# Course content

## Why Attend

### Course Introduction

Data has become more accessible than ever, generated through our daily activities, purchases, and business operations. This wealth of information offers immense potential for problem-solving and driving improvements, especially in commercial environments. Historically, addressing such challenges required advanced quantitative expertise. However, Excel—a widely available yet often underutilized tool—can effectively meet these demands.

In the "Data Management, Manipulation & Analysis using Excel®" training course, participants will learn to leverage Excel for data querying, hypothesis testing, and solving complex problems.

By course completion, attendees will gain proficiency in over 50 Excel functions, various chart types, and an array of analysis tools, enabling them to harness data for actionable insights and informed decision-making.

## Course Objectives

By attending this training course, participants will achieve the following objectives:

- Develop proficiency with over 50 Excel functions.
- Identify the most appropriate chart for specific tasks.
- Effectively manipulate both textual and numerical data.
- Conduct data analysis using suitable tools.
- Analyse relationships between variables and generate accurate forecasts.

### Who should Attend?

This training course is designed for middle and senior managers responsible for divisional or organizational outcomes, as well as consultants and professionals who support them. Suitable participants include:

- Individuals with line management responsibilities.
- HR professionals.
- Engineers in the Oil and Gas, Energy, and Telecom sectors.



# Course content

## Course Objectives

- Senior finance professionals.
- Board-level executives and non-executive directors.

## Course outline

### Day One: An Introduction to the MS Excel Environment

- Cell referencing, cell formatting and entering formula
- Workbooks versus Worksheets
- Copy and pasting
- Left click versus right click
- Paste Special
- Introductory charts

### Day Two: Using MS Excel Functions for Fundamental Data Analysis

- Use of text function, FIND(), LEN(), LEFT(), RIGHT() and &
- Use of count functions, COUNTA(), COUNTIF(), COUNTIFS() and SUMIF()
- Basic statistical functions, Max and Average
- Filtering, sorting and use of conditional formatting
- Scatter diagrams

### Day Three: Intermediate MS Excel Functions

- Use of VLOOKUP() and HLOOKUP()
- Date functions, YEAR(), MONTH(), DAY(), YEARFRAC()
- Selecting appropriate charts



# Course content

## Course outline

- Introduction to Pivot tables

## Day Four: Carrying out Statistical Analysis using MS Excel

- Using MS Excel to calculate mean, mode and median
- The difference between the various standard deviation and variance function in MS Excel
- Using MS Excel to examine inter-dependency
- Drawing histograms in MS Excel
- Introduction to Data Analysis functions

## Day Five: What if and Scenario Analysis Using MS Excel

- Naming cells in MS Excel
- Linking cells together to undertake scenario analysis
- Introduction to solver
- Advanced charting
- Sharing MS Excel output with other office formats

# Seminar dates

## Available seminar dates

Live dates and pricing for Data Management, Manipulation & Analysis using Excel® generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Istanbul - Turkey	Classroom	€2,850.-
20 - 24 July 2026	Vienna - Austria	Classroom	€4,250.-
3 - 7 August 2026	Barcelona - Spain	Classroom	€3,850.-
7 - 11 September 2026	Paris - France	Classroom	€4,500.-
12 - 16 October 2026	Frankfurt - Germany	Classroom	€3,250.-
9 - 13 November 2026	Barcelona - Spain	Classroom	€3,850.-
14 - 18 December 2026	Frankfurt - Germany	Classroom	€3,250.-
<b>Live online option</b>		Online delivery is available at €1,850.-.	