

	A	B	C	D	E	F	G	H	I	J	K	L
					Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
1	Rev	Marketing Budget	Personnel	Cost	13,034	13,585	10,874	13,295	16,392	12,282	20,175	24,768
2	10440	Benefits	1-Personnel	0	345	347	194	1,983	314	834	764	133
3	35348	Payroll taxes	1-Personnel	1	521	434	178	519	1,852	543	344	344
4	16116	Salaries	1-Personnel	0	0	2,300	185	90	23	452	344	25,398
5	18523	Commissions and bonuses	1-Personnel	1	12,800	16,446	11,195	15,852	18,034	12,680	1,508	4,892
6	23814	Personnel Total	1-Personnel	2	6,000	2,380	5,080	5,500	1,280	580	4,285	3,624
7	18518	Web Research	2-Marketing	1	2,000	5,420	3,000	2,100	900	580	6,880	7,580
8	10507	Independent Research	2-Marketing	0	8,300	4,680	2,300	8,080	5,313	10,352	15,074	15,074
9	10443	Print Research Firm	2-Marketing	3	78,200	12,620	18,300	14,600	10,120	3,017	2,488	45,782
10	11085	Market Research Total	2-Marketing	3	1,200	180	1,245	432	134	453	355	108
11	94875	Promotions	3-Comms	2	523	431	313	313	12,880	13,554	24,880	45,782
12	16321	Mailings	3-Comms	1	18,342	10,455	16,050	16,050	12,880	13,554	24,880	45,782
13	15238	Web Advertising	3-Comms	0	0	532	158	1,808	314	344	580	3,487
14	12048	Direct Marketing	3-Comms	0	0	1,345	13	587	34	344	580	3,487
15	18508	Magazine Advertising	3-Comms	4	12,802	19,335	12,415	10,595	13,804	15,128	28,812	34,892
16	18342	Communication Total	3-Comms	4	18,700	19,335	15,300	18,880	12,000	1,802	317	108
17	18503	Travel	4-Other	0	200	150	150	200	150	100	500	770
18	18503	Phone	4-Other	0	400	500	100	200	300	400	500	244
19	18503	Computer/Office Equipment	4-Other	2	283	102	300	235	235	313	1,832	1,700
20	24501	Postage	4-Other	2	20,544	16,136	16,811	16,811	13,175	12,387	20,175	24,768
21	38751	Other Total	4-Other	2	12,834	13,065	16,814	13,295	18,392	12,387	20,175	24,768
22	12448	Benefits	1-Personnel	0	345	347	194	1,983	314	834	764	133
23	34248	Payroll taxes	1-Personnel	1	521	434	178	519	1,852	543	344	344
24	16116	Salaries	1-Personnel	0	0	2,300	185	90	23	452	344	25,398
25	18523	Commissions and bonuses	1-Personnel	1	12,800	16,446	11,195	15,852	18,034	12,680	1,508	4,892
26	23814	Personnel Total	1-Personnel	2	6,000	2,380	5,080	5,500	1,280	580	4,285	3,624
27	18518	Web Research	2-Marketing	1	2,000	5,420	3,000	2,100	900	580	6,880	7,580
28	10507	Independent Research	2-Marketing	0	8,300	4,680	2,300	8,080	5,313	10,352	15,074	15,074

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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.-

Live online option

Online delivery is available at €1,850.-.