

Data visualization with advanced Excel

Introduction to our story

Introduction to our story

- **We'll use these stories to teach you the concepts in this course.**

Introduction to our story

First story

Small startup airline

- Connect their data sources
- Help them solve some issues

Second story

Boutique retailer

- Organize their data
- Make better decisions
- Utilize more advanced scenario and visualization techniques

Introduction to our story

First story



You

Data analyst



Airline

Small startup
Chicago, IL



Management team

Lacks financial/data
analytics experience

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Press **Esc** to exit full screen

Second story



Founder



Founder's daughter

Clothing manufacturer

Gut market feel + analytical analysis

Introduction to our story

Press **Esc** to exit full screen

Second story



Clothing manufacturer

Gut market feel + analytical analysis

Boom in sales

Strained the business infrastructure and supporting processes



Introduction to our story

Press Esc to exit full screen

Second story

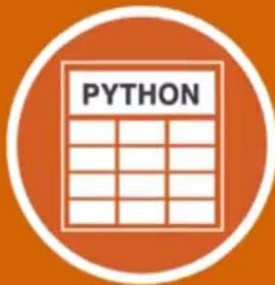


You

Enhance analytical decision making

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All the concepts learned can be carried forward and used on a vast range of tools,



based on what is required to answer our specific needs.

Introduction to our story

Weekly sessions

Where will the stories take us?