DATA AND
ARTIFICIAL INTELLIGENCE

Business Analytics with Excel

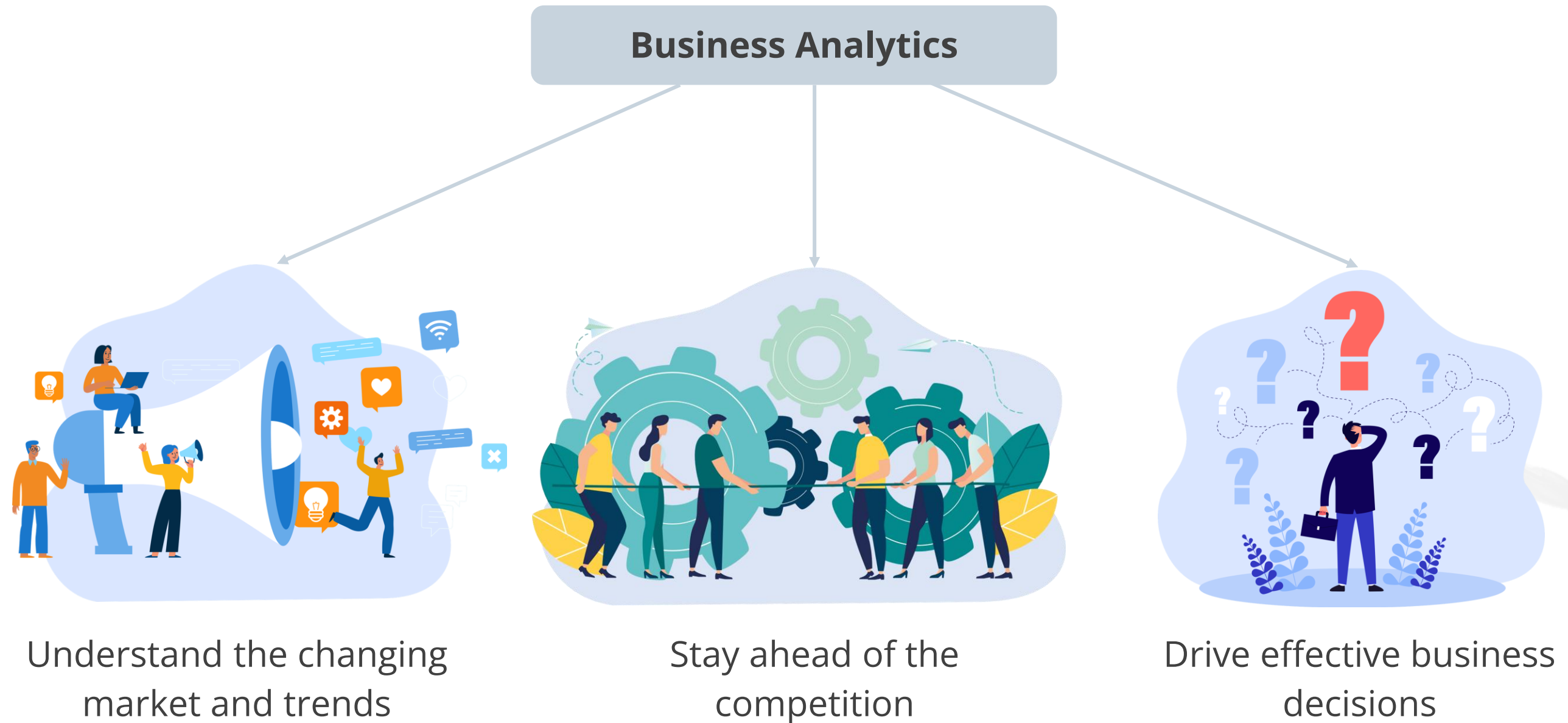simpli·learn
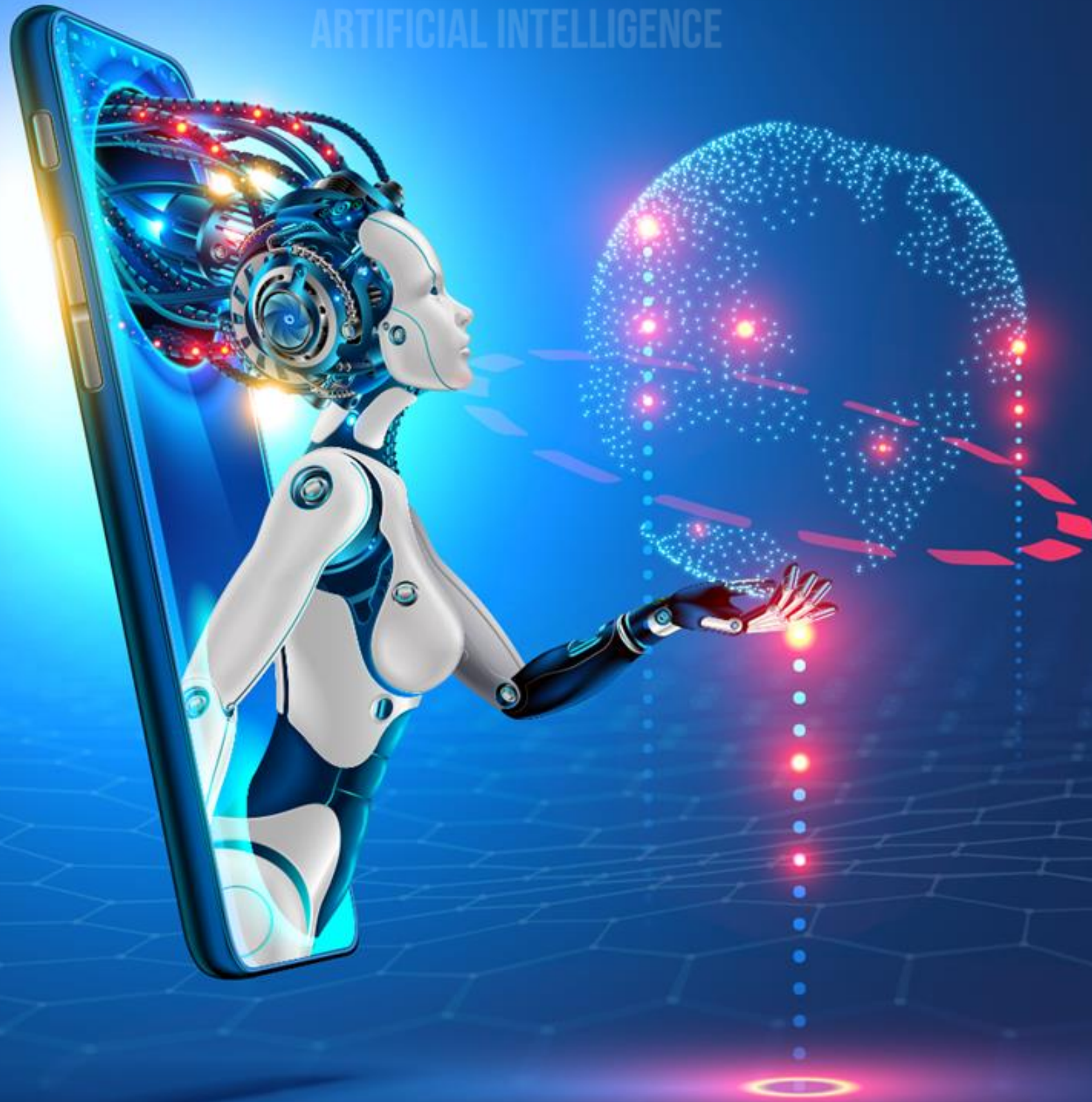
Course Introduction

Learning Objectives

By the end of this lesson, you will be able to:

- Discuss the importance of analytics in business today

- Explain the demand for analytics in a lot of organizations

- Use statistical techniques to perform calculations

- Conduct a variety of statistical analyses, including Regressions, Covariance, Correlation, and Hypothesis testing

- Present the results of statistical analysis and design dynamic reports and dashboards for business consumption

Need for Business Analytics

Need for Business Analytics

Business Analytics

Understand the changing market and trends

Stay ahead of the competition

Drive effective business decisions

What Is Business Analytics?

What Is Business Analytics?

- It refers to the skills, technologies, applications, and practices.

- It facilitates continuous iterative exploration and investigation of past business performance, customer data, and competitive landscape data.

Excel Capabilities
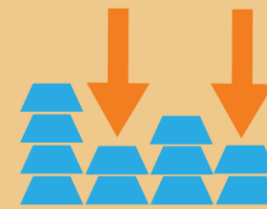
Excel Capabilities

It has extensive analytic capabilities to perform statistical analysis.

It offers intuitive analytic features to model and analyze a company's data.

It is the tool of choice to start your data analytics journey.

It comes with an in-memory technology compatible with millions of bytes of data.

It has the added advantage of visibility, a flat learning curve, and good reporting functionalities.

It performs the necessary analysis without being dependent on specialized solutions.

Excel Business Intelligence Features

Excel BI Features

Power Business Intelligence Tools are:

Power Pivot

Power View

Power Query

Power Map

Why Excel as Business Analytics Tool?

Excel as Business Analytics Tool

Makes exploring data and deriving results quite easy

Functions as the Business Intelligence tool of choice

Performs powerful data analytics processes with just one click

Future of Business Intelligence workflows

Preferred by analysts, reporting professionals, and BI people

Features of Excel

Excel provides a grid-like interface of rows and columns to organize and format data better.

The data can be simple text, numbers, dates, or other supported formats.

Excel's libraries span a large range of functions from basic math to complex statistical formulas.
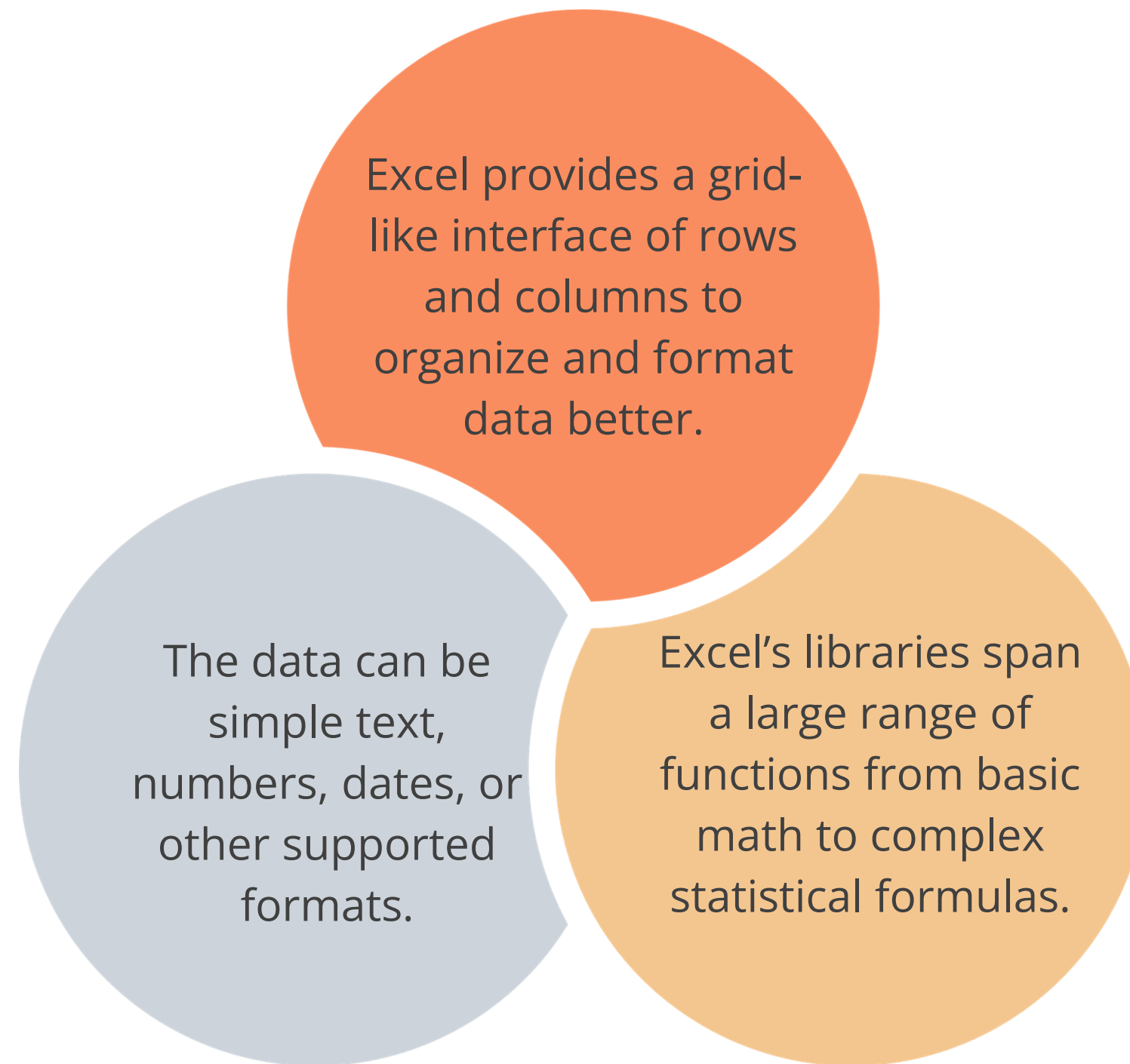
Case Study

amazon

Amazon, an American e-commerce and cloud computing company, has been in business for more than 20 years.

Ever wondered how Amazon predicts exactly what consumers want to buy?

Case Study

It is due to a simple business analytics that involves understanding patterns of what happened in the past to predict what might happen in the future.

What Simplilearn Offers?

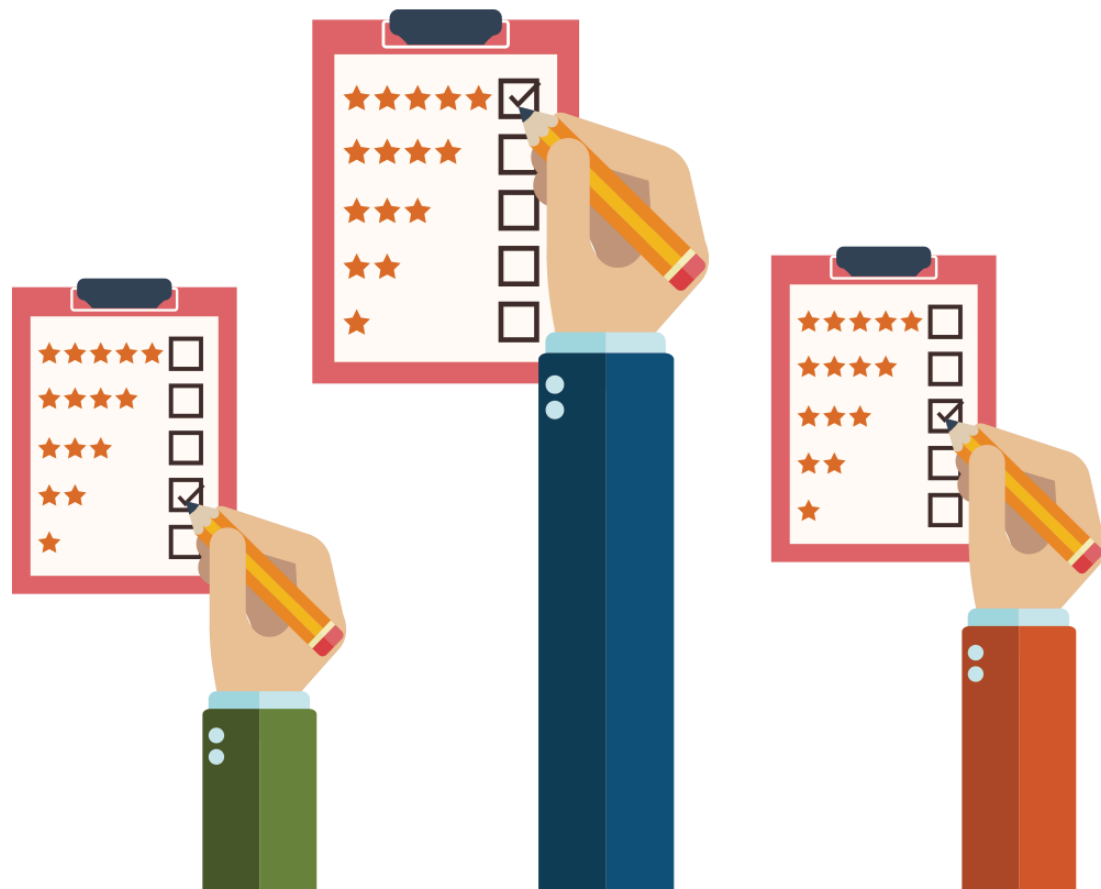| Business Analytics with Excel	Introduces you to Excel, the powerful data analysis tool
	Enables you to collect data and perform an in-depth analysis of the data
	Helps you learn concepts and procedures in Data Analytics
	Shows you how to use Excel to perform multivariate statistics
	Helps you understand how to explore, experiment, and forecast results using Excel tools and charts

What Simplilearn Offers?

This highly engaging course features concept videos with exercises, which will give hands-on experience.

The course covers:

- Introduction to Business Analytics with an overview of different types of analytics

- Statistical and Mathematical Functions

- Practice and revision assessments at the end of each lesson

- Detailed case studies outlining real-life scenarios

Simplilearn Support

24/7 support

Attend any batch and revisit concepts

Submit query

Live chat

Let's get started!