

THINKFUL

# Intro To Data Analytics: Excel Basics

Information and practical exercises to add to your current toolkit or take the first step in launching a new career.

# Welcome to Thinkful!

We teach tech skills that lead to fulfilling, high-paying careers.

Our students learn **in-demand** industry tools through **100% online programs** as they work toward a **job-ready portfolio** with the help of an **expert mentor**.

## Let's get started.



# Workshop Rundown

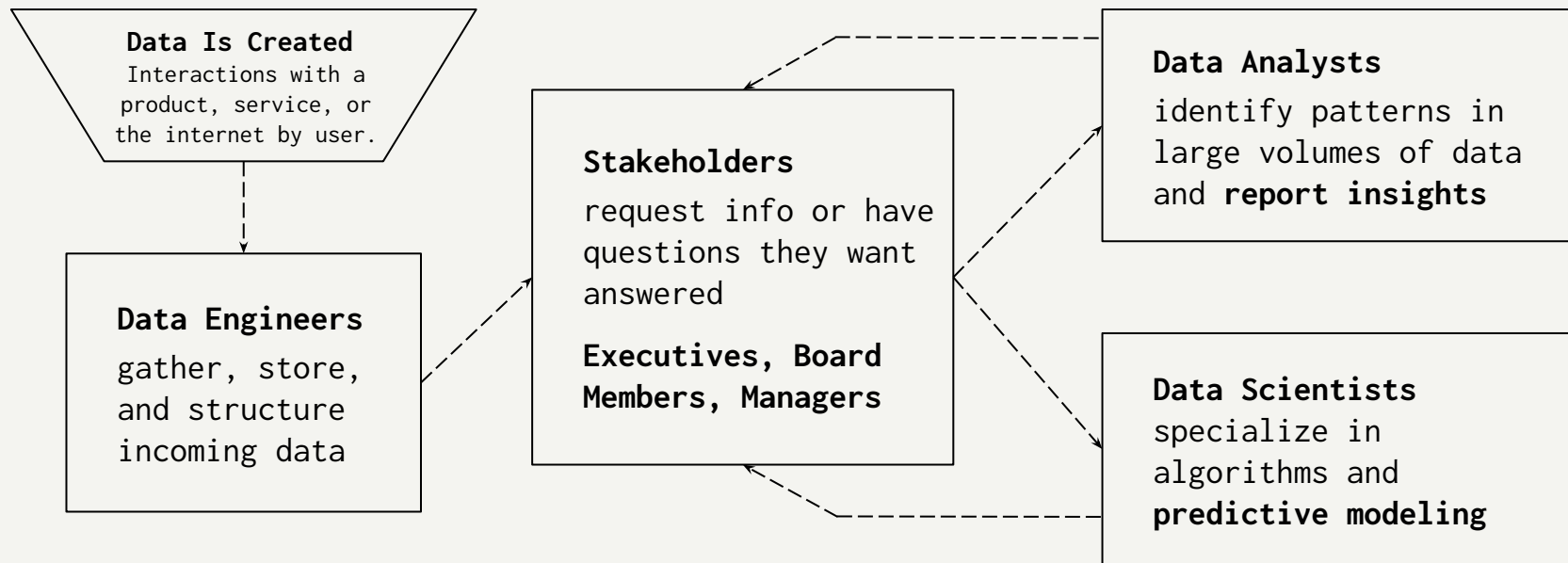
## We're going to talk about:

- ❑ The Data Analytics Skill Set
- ❑ Spreadsheet Basics and Setup
- ❑ Hotel Invoice Guided Example
- ❑ Google Sheet Challenge
- ❑ How to Learn More

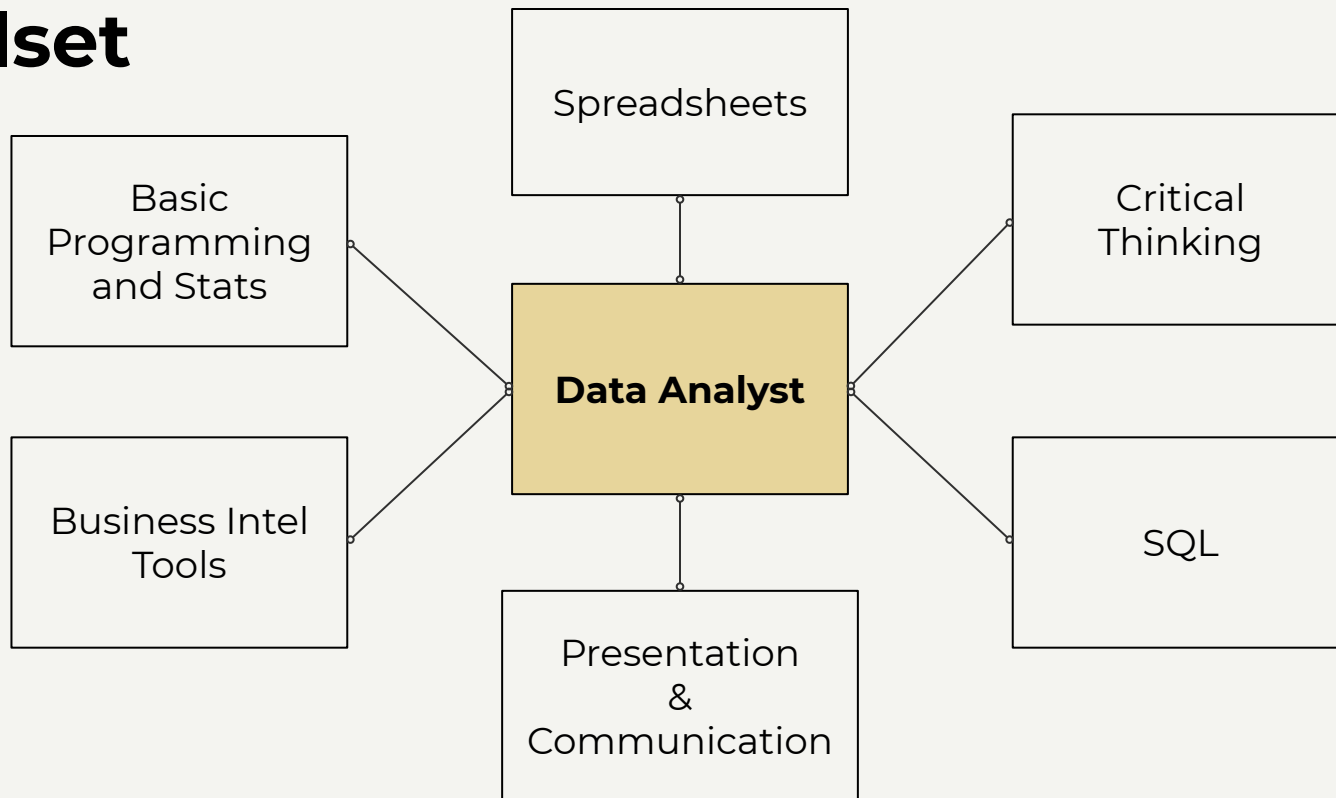
## Big Data By The Minute

<b>473K</b>	Twitter users send 473,400 tweets
<b>2M</b>	Snapchat users share 2 million photos
<b>49K</b>	Instagram users post 49,380 pictures
<b>120</b>	LinkedIn gains 120 new users

# The Data Ecosystem



# Skillset



# Excel and Google Sheets

- ❑ Ad Hoc Equations
- ❑ Robust Data Manipulation
- ❑ Charts, Visualizations, and Dashboards



# Spreadsheet Building Blocks

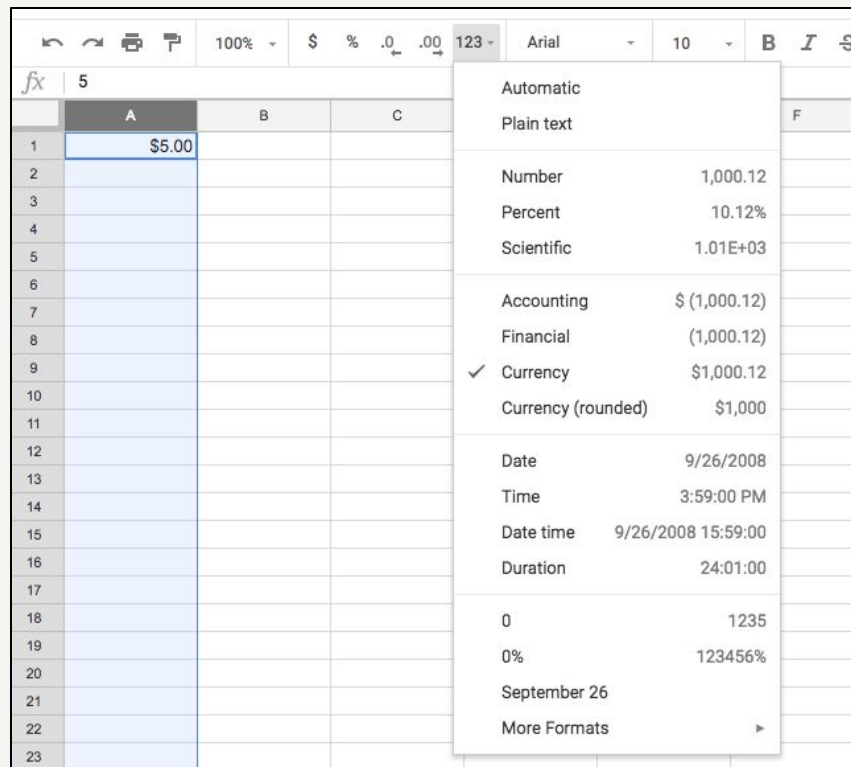
Column							
Row	Item Code	Stock	Item	Purchased	Category	Collection	
	1	574434	2	Pants	Online	Legwear	Fall
	2	404359	1	Sweater			
	3	190179	3	Jacket		Cell	
	4	116034	3	Glasses			
	5	157147	4	Shoes	In-Store	Footwear	Fall



# Formatting

## A key piece for how we present our work





- ❑ Numbers can be formatted as currency, decimals, etc.
- ❑ Text can be formatted similar to word documents



# Formulas

## How we generate dynamic values

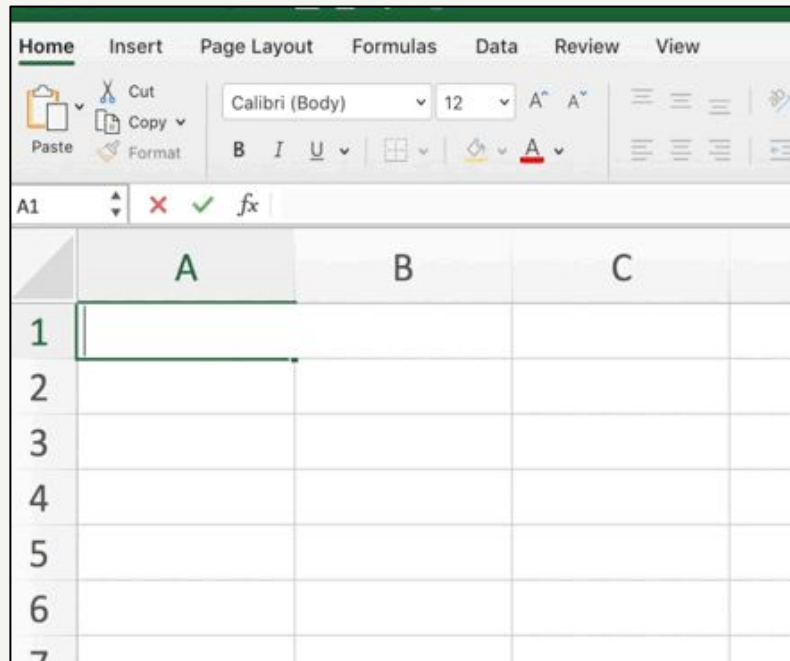
- ❑ Excel treats entries like instructions to carry out
- ❑ Formulas work with text, logic, and relative references

   				100% ▾
<i>fx</i>	=1+2			
	A1	3 ×		B
1	=1+2			
2				

# Functions

## Built-in commands for manipulating data

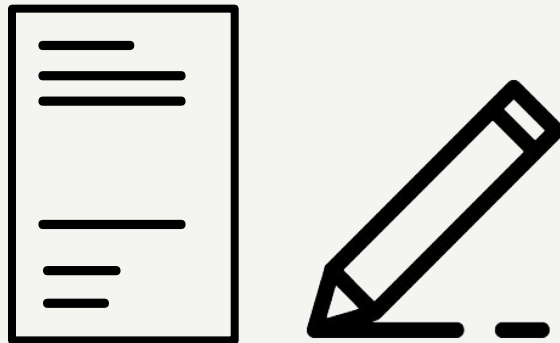
- ❑ Help automate a variety of tasks
- ❑ We'll cover some basics like:
  - ❑ SUM & SUMIF
  - ❑ COUNT & COUNTIF
  - ❑ MAX & MIN
  - ❑ VLOOKUP



# Hotel Invoice Guided Example

## We need to figure out:

- ☐ Total room rate
- ☐ Total state tax
- ☐ Total occupancy tax
- ☐ Total additional expenses
- ☐ Total bill, which is computed by adding each of the above values



**Invoice Example  
Starting Point**

# Human Resources Challenge

- ❑ Create a new tab called “Calculations”, copy the base\_salary data
- ❑ How many deals were closed by a particular employee?
- ❑ How much revenue was generated by each employee from closing the deals?
- ❑ Find the Quota for each employee (account executives)

**HR Challenge  
Starting Point**



# HR Challenge

## Part II

**Create an HR dashboard  
with the following and  
format it properly.**

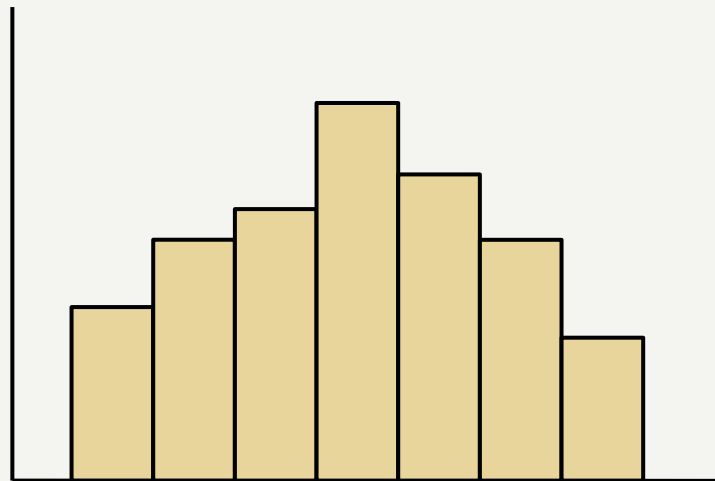
- ☐ Number of Employees
- ☐ Gross Revenue
- ☐ Target Gross Revenue
- ☐ % to Target Revenue
- ☐ Number of Accounts Closed
- ☐ Avg Gross Revenue Per Account
- ☐ Avg Gross Revenue Per Employee
- ☐ Total Base Pay

# HR Challenge

## Part III

### Let's bring it together with some data visualization

- ❑ Create a new tab called CHARTS
- ❑ Show in a bar chart as well as in a pie chart the total gross revenue by each type of employee, Account Executive I, II, and III



# Common Questions



## You might also be wondering

- ☐ What are the outcomes of your students for this field?
- ☐ How do I show my work to a potential employer?
- ☐ Is this course entirely online?
- ☐ What should I do from here?



# Take the First Step to A New Career

Anyone who's driven to change their future and achieve a high-earning career is able to enter the world's next workforce. We'll be by your side as you build the skills you need, with personal mentorship and an active, online community of students and educators.

Expand your career opportunities by breaking into tech. Chat with an admissions rep and we'll help you find the perfect fit.

[Schedule a Call](#)