

**NOVA**

**IMS**

Information  
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# TOOLS SETUP

**Data Science for Marketing**

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Instituto Superior de Estatística e Gestão da Informação  
Universidade Nova de Lisboa

**Acreditações e Certificações**



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# Tools setup

Python

# Python

- Because Python is widely used for various purposes, there are a lot of tools and packages for it, as well as multiple versions of it. Therefore, the setup of a programming environment can be cumbersome
- For this reason, the easiest way to install Python for Data Science is using the Data Science package manager **Anaconda**
- **Anaconda** installs not only Python, but also the main Data Science packages, source code editors, and other tools
- **Anaconda** can be freely downloaded from <https://www.anaconda.com/products/individual>
- However, if you prefer to install every component individually, you can install Python from <https://www.python.org>

# Tools setup

Excel Power Pivot

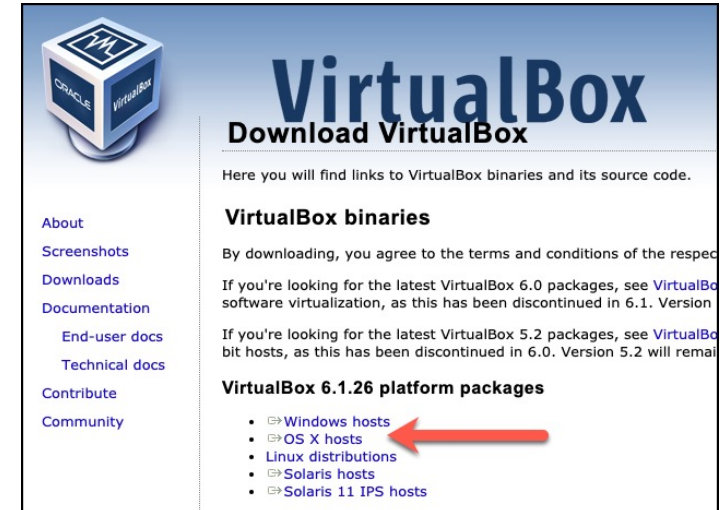
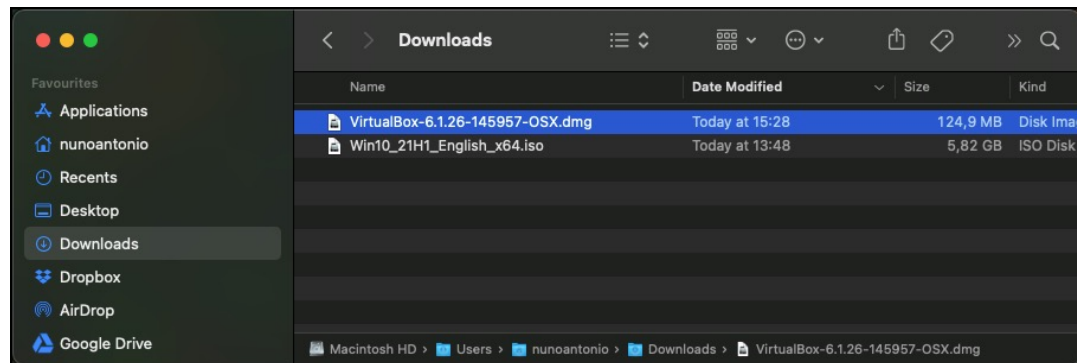
# Microsoft Excel

- Power Pivot is only available in Microsoft Excel for Windows
- If you do not have a license of Microsoft Office, use your NOVA IMS email account to authenticate in Office 365 and download a version (<https://www.office.com>)
- If you have a Mac computer, you have two options:
  - In the practical classes use the laptop available in the classroom
  - Install a windows virtual machine on your Mac (following the instructions on the following slides)

## Installing Microsoft Excel for Windows in Mac OSX (Intel Processors)

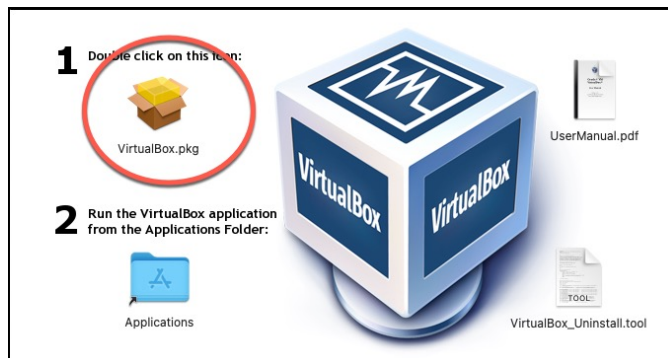
# Installing a VirtualBox (1/3)

1. Navigate to <https://www.virtualbox.org/wiki/Downloads>
2. Select the platform to use. If you are using a Mac, select *OS X hosts*
3. Go to your *Downloads* folder and double click on the VirtualBox disk image file (dmg) you just downloaded

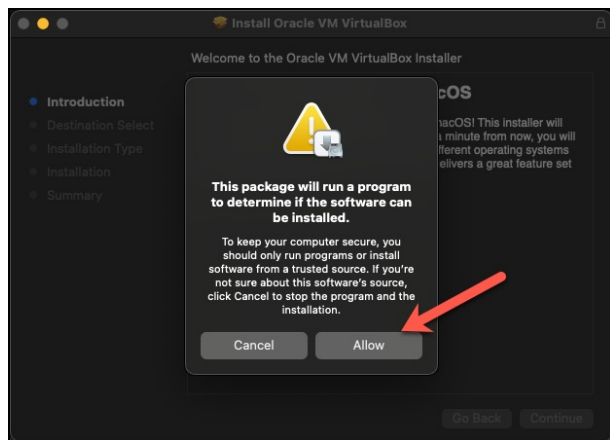


# Installing a VirtualBox (2/3)

## 4. Double click the VirtualBox.pkg icon



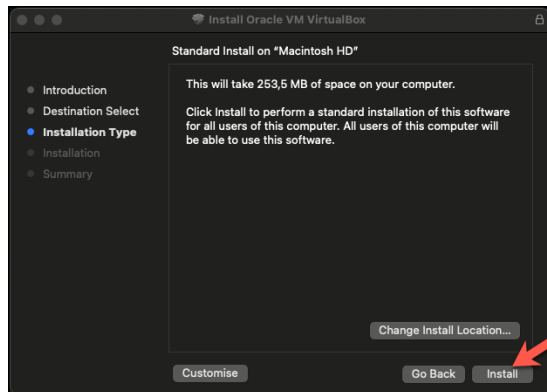
## 5. Click *Allow*, followed by a click in *Continue*



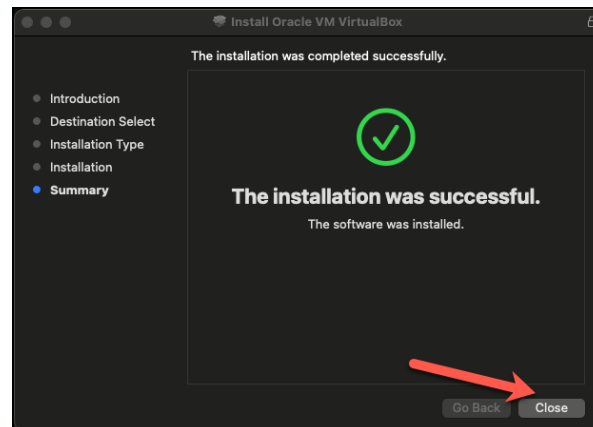


# Installing a VirtualBox (3/3)

6. Click *Install*, and if ask approve the installation with your password

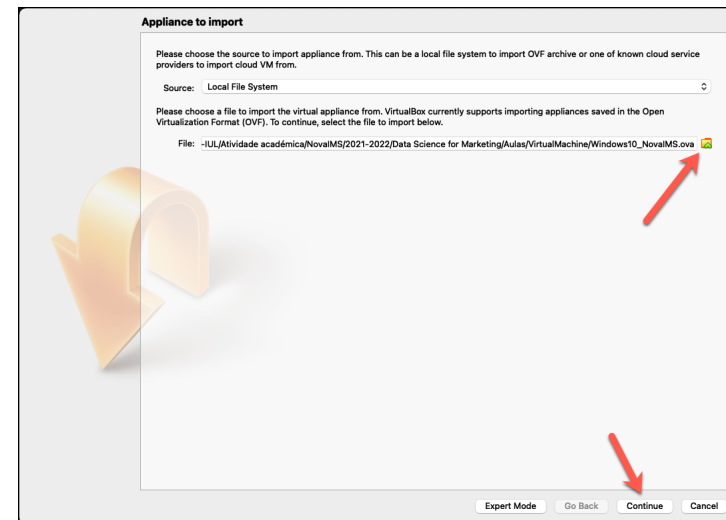
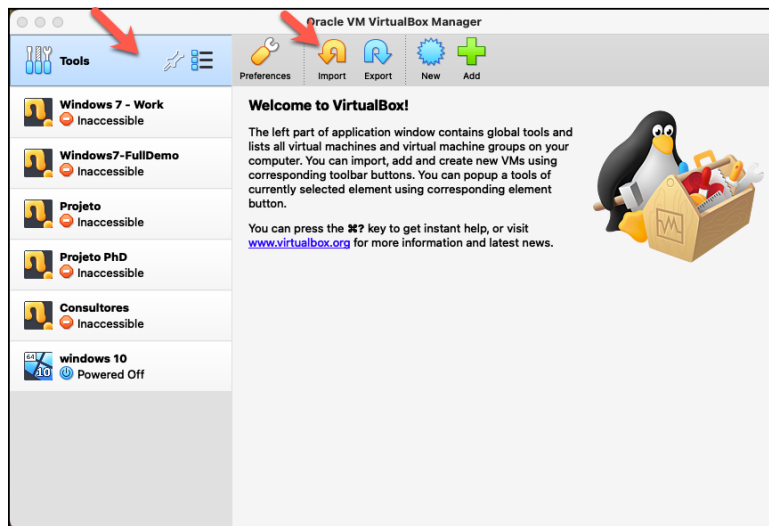


7. When finished, click *Close* and reboot the Mac for the changes to take effect



# Installing the virtual machine (1/2)

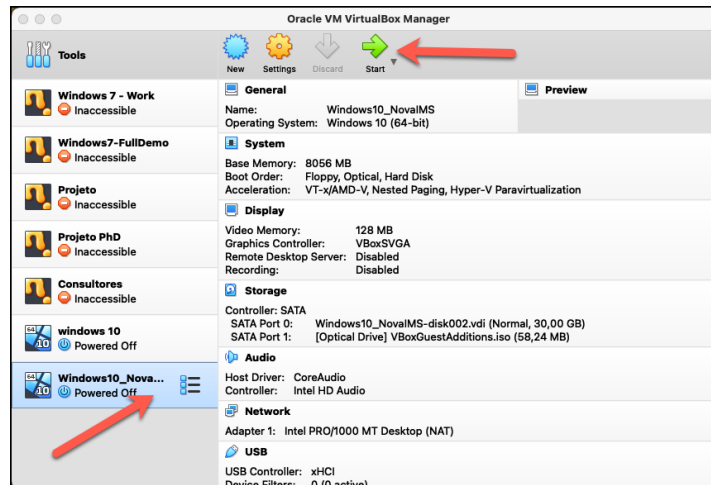
1. Click the *VirtualBox* icon in the *Applications Folder* to open *VirtualBox*
2. Click the *Tools* menu, followed by a click on the *Import* icon



3. In the *Appliance to import* window, under the file click the folder icon and select the *Windows10\_NovaIMS.ova* file that you have previously downloaded from Moodle. After, click *Continue*
4. In the following window, click *Import*

# Installing the virtual machine (2/2)

5. When the import finishes (can take from 2 to 10 minutes depending on the computer) the machine will be listed in the left side of the VirtualBox Manager under the name *Windows10\_NovaIMS*
6. Select the machine and then click *Start* to run the machine



7. In the VirtualBox menu, under *Devices*, under the options *Share Clipboard* and *Drag and Drop*, to *Bidireccional* so that you can copy files between machines
8. Your windows machine will now run your computer. The username is *Student*, and the password is *1234*. For installing Office and Excel access, use your Nova IMS email account details

## Installing Microsoft Excel for Windows in Mac OSX (Mn Processors)

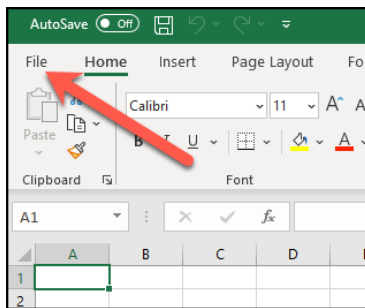
# Installing the virtual machine

1. Download UTM from <https://mac.getutm.app> or <https://github.com/utmapp/UTM/releases/latest/download/UTM.dmg>
2. Install UTM from the downloaded package
3. Download and install the Windows Virtual Machine (VM) following the instructions from this page: <https://mac.getutm.app/gallery/windows-11-arm> (if you have problems downloading windows 11 for ARM check this link <https://www.makeuseof.com/windows-11-download-iso/> or <https://www.makeuseof.com/windows-11-download-insider-iso-without-insider-program/>)
4. After installation, run with Windows VM.
5. On the Windows VM access, log in to <https://www.office.com> with your Nova IMS email details, and download and install Excel (Office) on the VM.

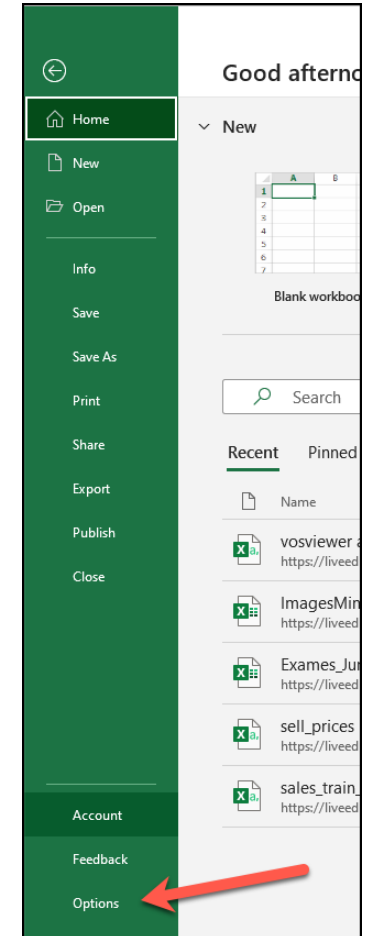
## Activating the Power Pivot ribbon in Excel

# Activating the Power Pivot ribbon in Excel (1/2)

1. Open Excel
2. Change the account to login to your Nova IMS account
3. Click the *Blank workbook* to create an empty workbook. By default, *Power Pivot* ribbon is not on, so you will need to activate it
4. Click the *File* menu



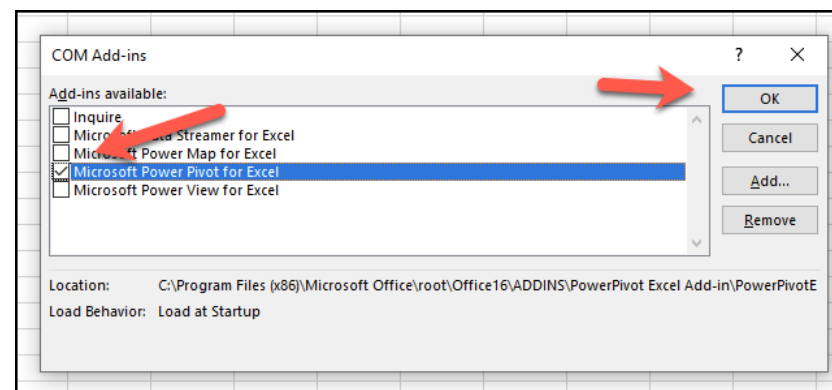
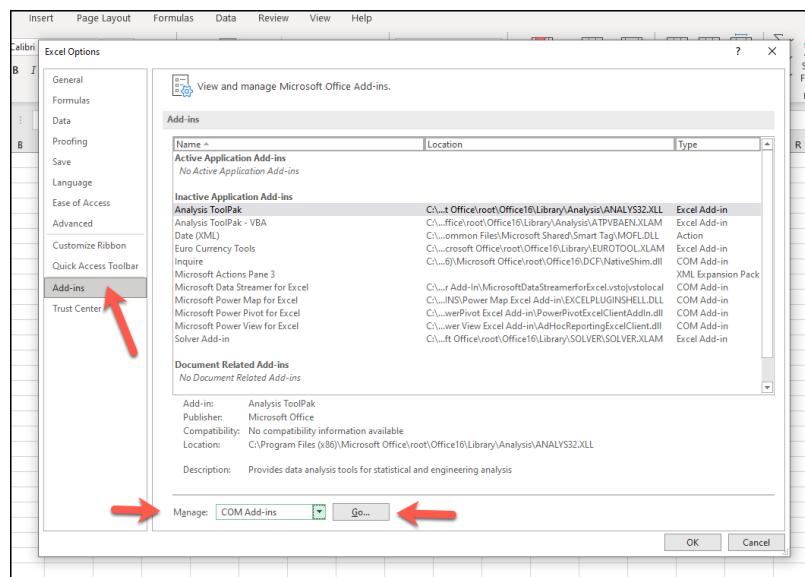
5. Then, click *Options*



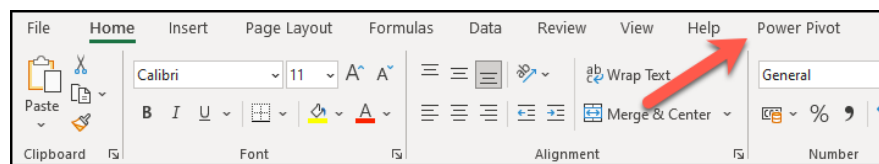
# Activating the Power Pivot ribbon in Excel (2/2)

6. Click *Add-ins*

7. In the *Manage* listbox, select *COM Add-ins* and click *Go...*



8. In the *COM Add-ins* window, check the *Microsoft Power Pivot for Excel*/checkbox and click *OK*. The Power Pivot ribbon is now displayed





# Questions?

## Data Science for Marketing

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### Acreditações e Certificações



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