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But at times you believe there's a need to forecast the behavior of segments or of components that aren't directly measurable. It's in that sort of situation that the two broad branches, decision and predictive analytics, nourish one another. You, Analytics, and Excel Can you do analytics—either kind—using Excel? Sure.

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cation seems due to Google's Analytics software, which collects statistics on website traffic.) Furthermore, there are at least two broad, identifi-able branches to analytics: decision and predictive: Decision analytics has to do with classifying (mainly) people into segments of interest to the analyst. This branch of analytics depends heav-

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Conrad Carlberg (www.conradcarlberg.com) is a nationally recognized expert on quantita- tive analysis and on data analysis and management applications such as Microsoft Excel, SAS, and Oracle.

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Each file is an Excel workbook that you can use with any version of Excel from 2003 forward. The first file is SPC.xls and is described below. The second is PCA.xls and is described on the Principal Components Analysis page .

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Conrad Carlbergis a multiple recipient of Microsoft's Most Valuable Professional (MVP) award for Microsoft Excel. He has written twelve books about quantitative analysis with Excel, including Predictive Analytics: Microsoft® Excel. As President of Network Control Systems, Inc., he leads the development of quality control and forecasting tools ...

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