



Data Analysis and Business Modeling: Microsoft Excel 2010

By Wayne L. Winston

Microsoft Press,U.S. Paperback. Book Condition: new. BRAND NEW, Data Analysis and Business Modeling: Microsoft Excel 2010, Wayne L. Winston, Master the business modeling and analysis techniques that help you transform data into bottom-line results. For more than a decade, Wayne Winston has been teaching corporate clients and MBA students the most effective ways to use Excel to solve business problems and make better decisions. Now this award-winning educator shares the best of his expertise in this hands-on, scenario-focused guide-fully updated for Excel 2010! Use Excel to solve real business problems-and sharpen your edge! * Model investment risks and returns * Analyze your sales team's effectiveness * Create best, worst, and most-likely case scenarios * Compare lease vs. buy, and calculate loan terms * See how price, advertising, and seasonality affect sales * Manage inventory with precision * Quantify the value of customer loyalty * Calculate your break-even number and ROI * Maximize scheduling efficiency * Express "home-field advantage" in real numbers * Project company growth, predict election results, and more! * Plus-introduce yourself to PowerPivot for Excel Your companion web content includes: * Downloadable eBook * Hundreds of scenario-based practice problems * All the book's sample files-plus customizable templates.



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