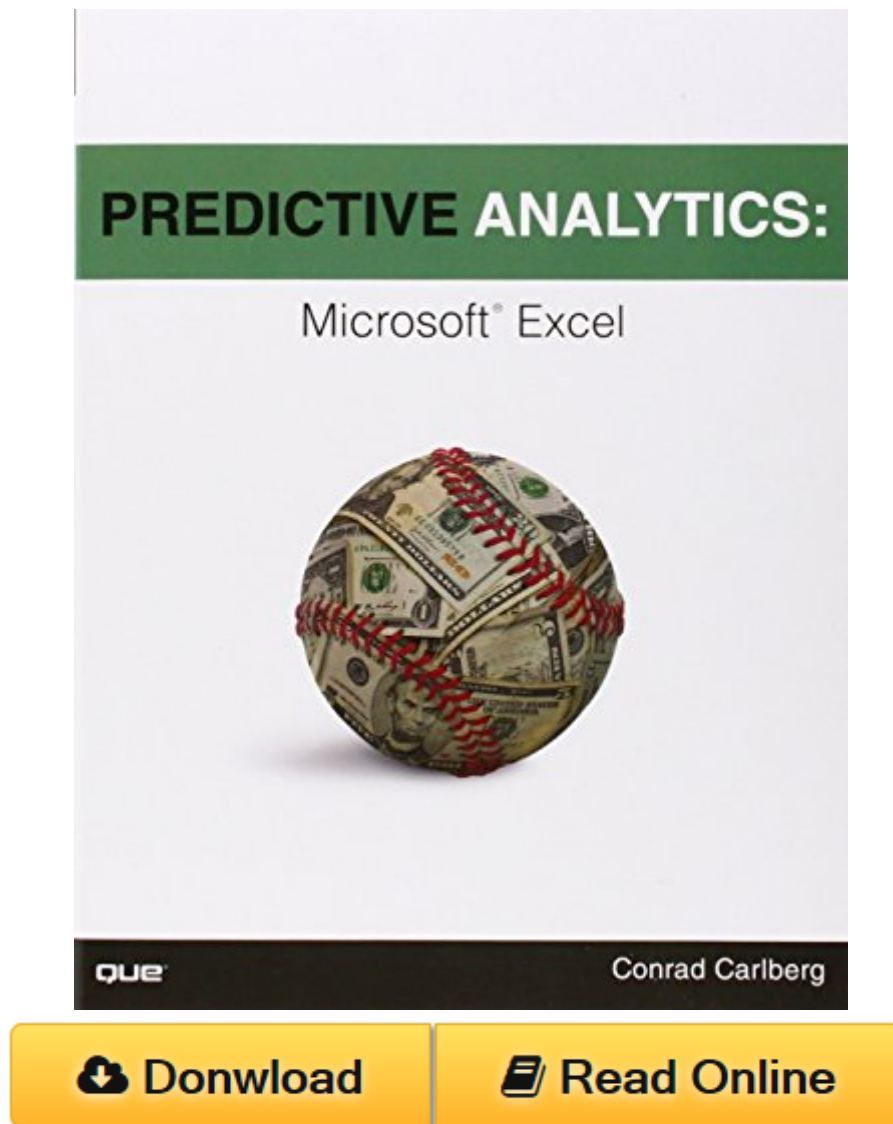# Predictive Analytics: Microsoft Excel PDF



Predictive Analytics: Microsoft Excel by Conrad Carlberg ISBN 0789749416
Excel predictive analytics for serious data crunchers!

The movie *Moneyball* made predictive analytics famous: Now you can apply the same techniques to help *your* business win. You don't need multimillion-dollar software: All the tools you need are available in Microsoft Excel, and all the knowledge and skills are right here, in this book!

Microsoft Excel MVP Conrad Carlberg shows you how to use Excel predictive analytics to solve real-world problems in areas ranging from sales and marketing to operations. Carlberg offers unprecedented insight into building powerful, credible, and reliable forecasts, showing how to gain deep insights from Excel that would be difficult to uncover with costly tools such as SAS or SPSS.

You'll get an extensive collection of downloadable Excel workbooks you can easily adapt to your

own unique requirements, plus VBA code—much of it open-source—to streamline several of this book's most complex techniques.

Step by step, you'll build on Excel skills you already have, learning advanced techniques that can help you increase revenue, reduce costs, and improve productivity. By mastering predictive analytics, you'll gain a powerful competitive advantage for your company and yourself.

- Learn both the "how" and "why" of using data to make better tactical decisions
- Choose the right analytics technique for each problem
- Use Excel to capture live real-time data from diverse sources, including third-party websites
- Use logistic regression to predict behaviors such as "will buy" versus "won't buy"
- Distinguish random data bounces from real, fundamental changes
- Forecast time series with smoothing and regression
- Construct more accurate predictions by using Solver to find maximum likelihood estimates
- Manage huge numbers of variables and enormous datasets with principal components analysis and Varimax factor rotation
- Apply ARIMA (Box-Jenkins) techniques to build better forecasts and understand their meaning

## Predictive Analytics: Microsoft Excel Review

This Predictive Analytics: Microsoft Excel book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Predictive Analytics: Microsoft Excel without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Predictive Analytics: Microsoft Excel can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Predictive Analytics: Microsoft Excel having great arrangement in word and layout, so you will not really feel uninterested in reading.