

				Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
1	Marketing Budget	Personnel	0	12,034	13,585	10,574	13,295	18,390	12,282	20,775
2	10000 Benefits	Personnel	0	345	347	154	1,990	374	530	-
3	20000 Physical books	Personnel	1	521	434	178	519	1,850	543	754
4	15000 Salaries	Personnel	0	0	2,300	180	80	20	450	248
5	18000 Commissions and bonuses	Personnel	1	12,900	18,569	11,995	15,804	18,020	13,860	28,228
6	20000 Personnel Total	Personnel	2	8,000	2,380	5,000	1,500	1,200	1,200	4,250
7	10000 Web Research	Marketing	2	2,000	5,400	3,000	2,100	800	500	6,000
8	20000 Independent Research	Marketing	5	8,000	4,000	2,300	8,000	-	4,000	6,000
9	10000 Firm Research Firm	Marketing	3	78,200	12,600	18,000	14,000	10,100	5,310	18,200
10	11000 Market Research Total	Marketing	2	1,200	180	1,240	400	100	300	2,480
11	9000 Promotions	Comms	1	800	400	500	300	600	400	300
12	15000 Branding	Comms	1	15,400	-	10,400	10,000	12,000	13,000	24,000
13	10000 Web Advertising	Comms	0	-	500	100	1,000	200	400	200
14	10000 Direct Marketing	Comms	0	-	1,240	10	800	30	340	500
15	10000 Newspaper Advertising	Comms	4	13,600	18,200	12,400	10,000	13,800	15,000	28,000
16	10000 Communication Total	Comms	4	15,000	19,300	13,000	15,800	14,000	1,900	300
17	10000 Travel	Other	0	200	100	100	200	100	100	200
18	10000 Phone	Other	2	400	400	100	200	100	400	600
19	10000 Computer/Office Equipment	Other	0	500	100	200	200	200	1,000	1,000
20	20000 Postage	Other	2	20,000	10,100	18,000	18,000	12,000	12,000	20,000
21	20000 Other Total	Other	0	12,000	13,800	10,800	13,200	18,300	12,000	21,000
22	10000 Benefits	Personnel	0	345	347	154	1,990	374	530	754
23	20000 Physical books	Personnel	1	521	434	178	519	1,850	543	754
24	15000 Salaries	Personnel	0	0	2,300	180	80	20	450	248
25	18000 Commissions and bonuses	Personnel	1	12,900	18,569	11,995	15,804	18,020	13,860	28,228
26	20000 Personnel Total	Personnel	2	8,000	2,380	5,000	1,500	1,200	1,200	4,250
27	10000 Web Research	Marketing	2	2,000	5,400	3,000	2,100	800	500	6,000
28	20000 Independent Research	Marketing	5	8,000	4,000	2,300	8,000	-	4,000	6,000



DIGITAL INNOVATION AND TRANSFORMATION | COURSE

Data Management, Manipulation & Analysis using Excel®

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Course content

Why Attend

Course Introduction

Data has become more accessible than ever, generated through our daily activities, purchases, and business operations. This wealth of information offers immense potential for problem-solving and driving improvements, especially in commercial environments. Historically, addressing such challenges required advanced quantitative expertise. However, Excel—a widely available yet often underutilized tool—can effectively meet these demands.

In the "Data Management, Manipulation & Analysis using Excel®" training course, participants will learn to leverage Excel for data querying, hypothesis testing, and solving complex problems.

By course completion, attendees will gain proficiency in over 50 Excel functions, various chart types, and an array of analysis tools, enabling them to harness data for actionable insights and informed decision-making.

Course Objectives

By attending this training course, participants will achieve the following objectives:

- Develop proficiency with over 50 Excel functions.
- Identify the most appropriate chart for specific tasks.
- Effectively manipulate both textual and numerical data.
- Conduct data analysis using suitable tools.
- Analyse relationships between variables and generate accurate forecasts.

Who should Attend?

This training course is designed for middle and senior managers responsible for divisional or organizational outcomes, as well as consultants and professionals who support them. Suitable participants include:

- Individuals with line management responsibilities.
- HR professionals.
- Engineers in the Oil and Gas, Energy, and Telecom sectors.



Course content

Course Objectives

- Senior finance professionals.
- Board-level executives and non-executive directors.

Course outline

Day One: An Introduction to the MS Excel Environment

- Cell referencing, cell formatting and entering formula
- Workbooks versus Worksheets
- Copy and pasting
- Left click versus right click
- Paste Special
- Introductory charts

Day Two: Using MS Excel Functions for Fundamental Data Analysis

- Use of text function, FIND(), LEN(), LEFT(), RIGHT() and &
- Use of count functions, COUNTA(), COUNTIF(), COUNTIFS() and SUMIF()
- Basic statistical functions, Max and Average
- Filtering, sorting and use of conditional formatting
- Scatter diagrams

Day Three: Intermediate MS Excel Functions

- Use of VLOOKUP() and HLOOKUP()
- Date functions, YEAR(), MONTH(), DAY(), YEARFRAC()
- Selecting appropriate charts
- Introduction to Pivot tables

Day Four: Carrying out Statistical Analysis using MS Excel



Course content

Course outline

- Using MS Excel to calculate mean, mode and median
- The difference between the various standard deviation and variance function in MS Excel
- Using MS Excel to examine inter-dependency
- Drawing histograms in MS Excel
- Introduction to Data Analysis functions

Day Five: What if and Scenario Analysis Using MS Excel

- Naming cells in MS Excel
- Linking cells together to undertake scenario analysis
- Introduction to solver
- Advanced charting
- Sharing MS Excel output with other office formats

Seminar dates

Available seminar dates

Live dates and pricing for Data Management, Manipulation & Analysis using Excel® generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Istanbul - Turkey	Classroom	€2,850.-
20 - 24 July 2026	Vienna - Austria	Classroom	€4,250.-
3 - 7 August 2026	Barcelona - Spain	Classroom	€3,850.-
7 - 11 September 2026	Paris - France	Classroom	€4,500.-
12 - 16 October 2026	Frankfurt - Germany	Classroom	€3,250.-
9 - 13 November 2026	Barcelona - Spain	Classroom	€3,850.-
14 - 18 December 2026	Frankfurt - Germany	Classroom	€3,250.-
Live online option		Online delivery is available at €1,850.-.	