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Excel

Section 1 –

- **Introduction to Business Analytics**
- **Formatting Conditional Formatting and Important Functions**
- **Analysing Data with Pivot Tables**
- **Dashboarding**
- **Business Analytics with Excel**
- **Data Analysis Using Statistics**

*1. Create a business dashboard in Excel that visualizes key performance indicators (KPIs) for a sales team, including revenue, sales growth, and customer acquisition.
*2. Build a forecasting model in Excel to predict future sales based on historical sales data and seasonality.
*3. Analyze customer data to identify customer segments using clustering techniques in Excel.
*4. Conduct market research analysis using Excel to analyze survey data, calculate percentages, and create charts.
*5. Develop a pricing optimization model in Excel to determine the optimal price for a product based on market demand and cost factors.
*6. Perform A/B testing analysis using Excel to compare the effectiveness of different marketing campaigns or website designs.
*7. Analyze website traffic data using Excel to identify user behavior patterns and optimize website performance.
*8. Create interactive dashboards in Excel using slicers, pivot charts, and conditional formatting for data exploration and visualization.
*9. Analyze financial statements using Excel to calculate financial ratios, profitability, and liquidity metrics.
*10. Develop a Monte Carlo simulation model in Excel to assess project risks and estimate probabilities.

#1. Analyze sales data using pivot tables to identify top-selling products, regions, and sales representatives.
#2. Perform data analysis using statistical functions in Excel to calculate mean, median, standard deviation, and correlation coefficients.
#3. Create a dynamic dashboard that updates automatically based on selected criteria or filters in Excel.
#4. Perform trend analysis on financial data using Excel to identify patterns and forecast future financial performance.
#5. Use regression analysis in Excel to analyze the relationship between advertising spend and sales revenue.
#6. Build a customer segmentation model in Excel based on demographic and behavioral variables.
#7. Use Excel's solver tool to optimize resource allocation or production planning based on constraints and objectives.
#8. Perform data cleaning and transformation using Excel's data manipulation functions and formulas.
#9. Conduct a sensitivity analysis in Excel to evaluate the impact of different variables on business outcomes.
#10. Create a data-driven decision-making model in Excel to evaluate different business scenarios and calculate key performance metrics.