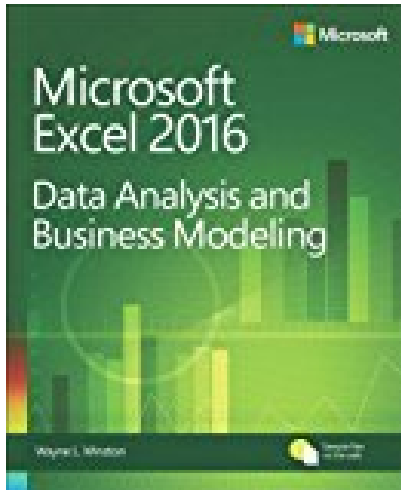


Microsoft Excel Data Analysis and Business Modeling 5th Edition



BOOK DETAILS

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BOOK SYNOPSIS

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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