Predictive Analytics: Microsoft Excel

PREDICTIVE ANALYTICS:

Microsoft® Excel

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Conrad Carlberg

Synopsis

Excel predictive analytics for serious data crunchers! Â The movie Moneyball made predictive analytics famous: Now you can apply the same techniques to help your business win. You donâ ™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! Â 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. Â Youâ ™ll get an extensive collection of downloadable Excel workbooks you can easily adapt to your own unique requirements, plus VBA codeâ ”much of it open-sourceâ ”to streamline several of this bookâ ™s most complex techniques. Â Step by step, youâ ™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, youâ ™ll gain a powerful competitive advantage for your company and yourself. Â Â Â â ¢Â Â Learn both the â œhowâ • and â œwhyâ • of using data to make better tactical decisions Â Â â ¢Â Â Choose the right analytics technique for each problem Â Â â ¢Â Â Use Excel to capture live real-time data from diverse sources, including third-party websites Â Â â ¢Â Â Use logistic regression to predict behaviors such as â œwill buyâ • versus â œwonâ ™t buyâ • Â Â â ¢Â Â Distinguish random data bounces from real, fundamental changes Â Â â ¢Â Â Forecast time series with smoothing and regression Â Â â ¢Â Â Construct more accurate predictions by using Solver to find maximum likelihood estimates Â Â â ¢Â Â Manage huge numbers of variables and enormous datasets with principal components analysis and Varimax factor rotation Â Â â ¢Â Â Apply ARIMA (Box-Jenkins) techniques to build better forecasts and understand their meaning Â Â Â Â

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Customer Reviews

Excels [use of] Predictive Analytics is a book true to its meaning taking a once complex understanding of powerful statistics equations and applying it through Excel with a meaningful and visual understanding.Author Conrad Carlberg's book strikes the most effective use of quantitative analysis using forcasting analyticswhich to some without statistical analysis background might seem a bit foreign. For those primed andwilling to take the next leap into forcasting predictive analytics, it is a remarkable use of statistics put to its true meaning. The author puts forth an understanding to derive strong probabilities to make powerfully informed business decisions.For example, Carlberg's book explains a Logistic Regression in a perfected simplistic steps using logical but simple equations. For example he does so by stepping through and analyzing a Purchase/No Purchase preditive analysis(using dicotomous variable) behavior. He concludes his explanation using probability of likelihood stepping through a series of complex formulas (Autocorrelation Formulas(ACFs), Partials(PACFs), Time Series Regression, visually outputting them into barchart and spot graph for analysis and interpretation with all original input calcs handled by Excel. Formulas which took many hours to compute are whittled down to become mere 'program executed tools' of the trade for quick accurate business decision making. There is complete truth to the mathematical elements as he explains it with simplistic meaningful and comprehensible language (again with true examples to follow if you will). A true mathematician at heart. Thank you Mr. Carlberg. You have brought another great myth in 'forecasting statistical analysis' to the forefront and shone light of its true meaning to the masses.

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