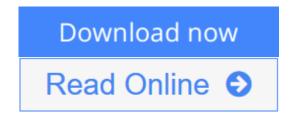# Predictive Analytics: Microsoft Excel

By Conrad Carlberg

Predictive Analytics: Microsoft Excel By Conrad Carlberg

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

By Conrad Carlberg

Predictive Analytics: Microsoft Excel By Conrad Carlberg

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 By Conrad Carlberg Bibliography

- Sales Rank: #245128 in Books
- Brand: imusti
- Published on: 2012-07-12
- Released on: 2013-03-15
- Original language: English

- Number of items: 1
- Dimensions: 9.10" h x .80" w x 7.00" l, 1.05 pounds
- Binding: Paperback
- 304 pages

Download and Read Free Online Predictive Analytics: Microsoft Excel By Conrad Carlberg

---

Editorial Review

About the Author

Counting conservatively, this is Conrad Carlberg's eleventh book about quantitative analysis using Microsoft Excel, which he still regards with a mix of awe and exasperation. A look back at the "About the Author" paragraph in Carlberg's first book, published in 1995, shows that the only word that remains accurate is "He." Scary.

Users Review

From reader reviews:

Ann Tuttle:

Playing with family in a park, coming to see the sea world or hanging out with close friends is thing that usually you will have done when you have spare time, and then why you don't try matter that really opposite from that. One particular activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition info. Even you love Predictive Analytics: Microsoft Excel, you are able to enjoy both. It is great combination right, you still desire to miss it? What kind of hangout type is it? Oh occur its mind hangout people. What? Still don't obtain it, oh come on its known as reading friends.

James Lindberg:

Predictive Analytics: Microsoft Excel can be one of your starter books that are good idea. All of us recommend that straight away because this reserve has good vocabulary that could increase your knowledge in terminology, easy to understand, bit entertaining but delivering the information. The writer giving his/her effort that will put every word into enjoyment arrangement in writing Predictive Analytics: Microsoft Excel yet doesn't forget the main position, giving the reader the hottest in addition to based confirm resource info that maybe you can be certainly one of it. This great information can easily drawn you into new stage of crucial considering.

Ryan Parker:

The book untitled Predictive Analytics: Microsoft Excel contain a lot of information on the idea. The writer explains the woman idea with easy technique. The language is very easy to understand all the people, so do not necessarily worry, you can easy to read it. The book was compiled by famous author. The author gives you in the new period of time of literary works. You can easily read this book because you can read on your smart phone, or device, so you can read the book within anywhere and anytime. In a situation you wish to purchase the e-book, you can open up their official web-site along with order it. Have a nice learn.

Tanya McGaha:

What is your hobby? Have you heard in which question when you got pupils? We believe that that issue was given by teacher with their students. Many kinds of hobby, Every individual has different hobby. Therefore you know that little person like reading or as examining become their hobby. You must know that reading is very important and book as to be the issue. Book is important thing to add you knowledge, except your own personal teacher or lecturer. You will find good news or update regarding something by book. Amount types of books that can you go onto be your object. One of them is actually Predictive Analytics: Microsoft Excel.

Download and Read Online Predictive Analytics: Microsoft Excel By Conrad Carlberg #AC9JN5M724Q

Read Predictive Analytics: Microsoft Excel By Conrad Carlberg for online ebook

Predictive Analytics: Microsoft Excel By Conrad Carlberg Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Predictive Analytics: Microsoft Excel By Conrad Carlberg books to read online.

Online Predictive Analytics: Microsoft Excel By Conrad Carlberg ebook PDF download

Predictive Analytics: Microsoft Excel By Conrad Carlberg Doc

Predictive Analytics: Microsoft Excel By Conrad Carlberg Mobipocket

Predictive Analytics: Microsoft Excel By Conrad Carlberg EPub

AC9JN5M724Q: Predictive Analytics: Microsoft Excel By Conrad Carlberg