

aractech

Global Learning for Operational Leaders

				Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	
1	10000	Marketing Budget	1-Personnel	0	13,034	14,585	10,074	13,097	16,797	10,007	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
2	10000	Benefits	1-Personnel	0	345	347	194	1,953	374	630	630	630	630	630	630	630	630	630	630	630	630	630	630
3	10000	Payroll taxes	1-Personnel	1	521	474	178	619	1,050	643	643	643	643	643	643	643	643	643	643	643	643	643	643
4	10000	Salaries	1-Personnel	0	0	2,300	180	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80
5	10000	Commissions and bonuses	1-Personnel	1	12,900	18,540	11,090	10,000	15,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
6	10000	Personnel Total	1-Personnel	1	8,000	2,300	5,000	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
7	10000	Web Research	2-Marketing	2	2,000	5,420	3,500	2,100	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
8	10000	Independent Research	2-Marketing	1	4,000	2,000	2,000	8,000	-	4,000	-	4,000	-	4,000	-	4,000	-	4,000	-	4,000	-	4,000	-
9	10000	Print Research Fees	2-Marketing	3	16,300	10,000	10,000	14,000	10,100	9,312	9,312	9,312	9,312	9,312	9,312	9,312	9,312	9,312	9,312	9,312	9,312	9,312	9,312
10	10000	Market Research Total	2-Comms	2	1,200	180	1,200	432	432	432	432	432	432	432	432	432	432	432	432	432	432	432	432
11	10000	Promotions	2-Comms	1	822	421	-	10,450	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
12	10000	Branding	2-Comms	1	10,420	-	-	1,000	294	420	420	420	420	420	420	420	420	420	420	420	420	420	420
13	10000	Web Advertising	2-Comms	0	-	500	150	501	34	340	340	340	340	340	340	340	340	340	340	340	340	340	340
14	10000	Direct Marketing	2-Comms	8	-	1,240	-	12	501	34	340	340	340	340	340	340	340	340	340	340	340	340	340
15	10000	Non-sponsor Advertising	2-Comms	4	12,400	11,240	12,410	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
16	10000	Communication Total	2-Comms	0	16,300	11,300	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
17	10000	Travel	4-Other	0	200	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180	180
18	10000	Phone	4-Other	2	400	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
19	10000	Computer/Office Equipment	4-Other	2	600	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
20	10000	Postage	4-Other	2	20,000	16,120	16,120	13,099	16,300	12,987	12,987	12,987	12,987	12,987	12,987	12,987	12,987	12,987	12,987	12,987	12,987	12,987	12,987
21	10000	Travel Total	1-Personnel	0	10,000	10,000	10,010	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
22	10000	Benefits	1-Personnel	0	345	347	194	1,953	374	630	630	630	630	630	630	630	630	630	630	630	630	630	630
23	10000	Payroll taxes	1-Personnel	1	521	474	178	619	1,050	643	643	643	643	643	643	643	643	643	643	643	643	643	643
24	10000	Salaries	1-Personnel	0	0	2,300	180	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80
25	10000	Commissions and bonuses	1-Personnel	1	12,900	18,540	11,090	10,000	15,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
26	10000	Personnel Total	1-Personnel	1	8,000	2,300	5,000	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
27	10000	Web Research	2-Marketing	2	2,000	5,420	3,500	2,100	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
28	10000	Independent Research	2-Marketing	1	4,000	2,000	2,000	8,000	-	4,000	-	4,000	-	4,000	-	4,000	-	4,000	-	4,000	-	4,000	-

DIGITAL INNOVATION AND TRANSFORMATION

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.

Course Methodology

Course Objectives

Target Audience

Course outline

Detailed course outline

Day-by-day outline for Data Management, Manipulation & Analysis using Excel®.

Day 1 - 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 2 - 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 3 - Intermediate MS Excel Functions

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

Course outline

Detailed course outline

Day-by-day outline for Data Management, Manipulation & Analysis using Excel®.

Day 4 - Carrying out Statistical Analysis using MS Excel

- 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 5 - 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	Classroom	€1,995
20 - 24 July 2026	Vienna	Classroom	€2,975
3 - 7 August 2026	Barcelona	Classroom	€2,695
7 - 11 September 2026	Paris	Classroom	€3,150
12 - 16 October 2026	Frankfurt	Classroom	€2,275
9 - 13 November 2026	Barcelona	Classroom	€2,695
14 - 18 December 2026	Frankfurt	Classroom	€2,275

Live online option

Online delivery is available at €1,250.