

# aractech

Global Learning for Operational Leaders

			D	E	F	G	H	I	J	K	L	
			Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	
1	Marketing Budget											
2	19240	Benefits	1-Personnel	0	13,034	14,585	10,074	13,097	16,797	10,007	20,775	24,789
3	20240	Payroll taxes	1-Personnel	0	349	347	194	1,983	374	630	764	133
4	19246	Salaries	1-Personnel	0	0	2,300	189	80	23	456	348	348
5	19233	Commissions and bonuses	1-Personnel	0	0	2,300	189	80	23	456	348	348
6	20474	Personnel Total	1-Personnel	1	13,900	18,540	11,997	15,967	18,030	11,900	1,900	4,000
7	19918	Web Research	2-Marketing	2	8,000	2,300	5,000	1,500	1,000	750	4,200	3,000
8	19917	Independent Research	2-Marketing	1	2,000	4,000	2,000	8,000	-	4,000	6,000	7,000
9	19919	Print Research Fees	2-Marketing	3	16,300	10,000	10,000	14,000	10,100	9,312	10,250	16,000
10	17088	Market Research Total	2-Comms	2	1,200	180	1,200	432	324	432	2,400	4,000
11	14875	Promotions	2-Comms	1	822	431	579	323	612	12,000	24,000	45,000
12	19221	Branding	2-Comms	1	10,430	-	10,430	10,000	12,000	13,500	15,000	1,000
13	19226	Web Advertising	2-Comms	0	-	500	100	100	24	248	500	3,487
14	19248	Direct Marketing	2-Comms	8	-	1,248	12	12	34	348	20,875	60,000
15	19228	Nonpayable Advertising	2-Comms	4	12,400	11,248	12,416	10,595	13,004	15,136	30,875	47,800
16	19240	Communication Total	2-Comms	0	16,300	13,300	13,300	13,897	12,000	1,900	30,750	108,000
17	19242	Travel	4-Other	0	200	180	180	200	180	180	800	348
18	19241	Phone	4-Other	0	400	400	400	400	400	400	400	400
19	19242	Computer/Office Equipment	4-Other	0	500	500	500	500	500	500	500	500
20	19241	Postage	4-Other	0	20,000	16,124	16,124	13,399	16,300	12,587	20,775	24,000
21	19231	Travel Total	4-Other	0	10,000	13,585	10,814	13,399	16,300	12,587	20,775	24,000
22	19240	Benefits	1-Personnel	0	349	347	194	1,983	374	630	764	133
23	19246	Payroll taxes	1-Personnel	0	401	401	219	579	80	40	348	348
24	19248	Salaries	1-Personnel	0	0	2,300	189	80	23	456	348	348
25	19233	Commissions and bonuses	1-Personnel	0	0	2,300	189	80	23	456	348	348
26	20474	Personnel Total	1-Personnel	1	13,900	18,540	11,997	15,967	18,030	11,900	1,900	4,000
27	19918	Web Research	2-Marketing	2	8,000	2,300	5,000	1,500	1,000	750	4,200	3,000
28	19917	Independent Research	2-Marketing	1	2,000	4,000	2,000	8,000	-	4,000	6,000	7,000

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.