

# Excel Analyst Course Overview

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# Course Modules

## Essentials

- The Ribbon - what's in there, what's important, what's secondary.
- Working fast in Excel - Quick navigation and top keyboard shortcuts.

## Functions

- Overview of the Function Library.
- In depth - most useful functions and their application: INDEX, MATCH, INDEX & MATCH vs VLOOKUP, XLOOKUP, SUMIFS, SUMPRODUCT, COUNTIFS, MAX & MIN, RANK, IF, AND, OR, TRUE & FALSE.

## Formulae

- Formula construction - building formula involving multiple functions.
- Formula auditing tools - navigating your calculations and finding errors.
- Range names - how to create, use and edit.

## Data & Analysis Tools

- Pivot Tables - how to create, use and customise.
- What-If tools - Goal Seek to find inputs, Data Tables to sensitise inputs.
- Techniques for creating scenarios and flexing inputs.

## Formatting

- Importance of formatting your spreadsheets.
- Cell styles - their use and customising.
- Conditional formatting of outputs.

## Views

- Presenting the data you want through Sorting & Filtering.
- Improving the look of work through Freeze Panes, Grouping & Hiding.
- Data Validation to make your spreadsheet more robust & usable.

## What isn't covered

- VBA and Macros.
- Charts, graphs and graphical representations.

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# Course objectives & format

## Course objectives

- Gain broad, advanced, commercially-orientated knowledge of Excel suited to Accounting & Finance, Analyst, Consultant and Strategy positions, as well as other roles with a commercial focus.
- Be able to apply in multiple ways the most useful and relevant Excel functions to your analysis and spreadsheets.
- Learn how to construct formula containing multiple functions.
- Utilise a range of inbuilt Excel tools in your data analysis and work.
- Be able to format your work to look professional and presentable.
- Extend your knowledge of Excel functionality relevant to analysis.
- Increase the speed with which you work in Excel and produce analysis.

## Format

- Theory elements are taught through short video lectures, followed by video demos of the theory applied within Excel.
- High quality exercises are provided throughout to download and put your new knowledge into practice. These are set within a commercial context, making learning relevant, challenging and realistic.
- All exercises are accompanied by a downloadable solution file, along with a comprehensive video of the solution.
- Regular quizzes are provided to help test your knowledge along the way.

## This is for...

- Intermediate users of Excel with some experience of building formulae and creating calculations.
- Those looking to produce analysis, reports and templates.
- Accounting & Finance professionals, Analysts, Consultants, Strategists and those in a commercial role, aiming to improve their knowledge of Excel, it's functionality, and it's useful application in commercially-orientated positions.
- Those looking to take the first steps towards Excel modelling. Whilst this isn't specifically a modelling course, the content is prerequisite knowledge for the Excel Modeller course and modelling in general.

# Content Examples

## Theory Based

Theory is introduced by way of instructor-presented video lectures. These include thorough, descriptive explanation, and graphical examples.

Lectures are followed by comprehensive and clear Excel demos that show how the theory is applied in a variety of ways.

### Maths Functions

#### SUMIFS

`(sum_range, criteria_range1, criteria1, ...)`

- Sums all values in a range that satisfy one or more criteria
- Often used to summarise data by Type (e.g. product) or by Period (e.g. year)
- The Sum\_range must be 1-dimensional

#### SUMPRODUCT

`(array1, [array2], [array3], ...)`

- Very versatile and powerful function
- Can be conceptually difficult to use, understand and code
- Can be used to sum 2-dimensional arrays

### Data Tables

#### Overview

- Data tables allow you to fix one or two variables in a piece of analysis / model and give a specified result for every increment of that variable
- They are particularly useful in business cases or when management want to forecast business under a range of scenarios
- For example: A one-variable data table could be used to show you Total Revenue at Year 5 (the result) if Annual % Growth of Units Sold (the variable) was 5%, 10%, 15% or 20%. Four different values of Total Revenue would be returned
- For example: A two-variable data table could be used to show you a 10 year NPV (the result) if Annual % Growth of Total Revenue (a variable) was 20%, 30% or 40%, and Weighted Average Cost of Capital (a variable) was 10%, 11%, 12% or 13%. Twelve different NPVs would be returned

### Conditional Formatting

#### Overview

- Used to draw attention to key outputs. Uses can include:
  - Highlighting errors checks Green (OK) or Red (Warning)
  - Heat maps to show which results in a block of formula are most positive and most negative
  - Icons in KPI Dashboards or Summaries to give an easy directional reference to results
- Excessive conditional formatting can slow down a large piece of analysis or model and add file size, so better to use sparingly

#### How to create

- Select cells to apply conditional formatting to -> Home -> Styles -> Conditional Formatting
- Formatting can be rules based and use a range of existing rule types such as 'Greater Than' or 'Equal To', or new rules can be programmed using bespoke conditions
- Alternatively a range of existing formatting such as Data Bars, Color Scales and Icon Sets can be applied that format a range of values in relation to one another
- Conditional formatting in one cell can be applied to another by Copying (Ctrl + C) and then Pasting Special (Ctrl + Alt + V) Formats (I)

### SUMIFS & SUMPRODUCT functions

1) Summarise the quarterly sales data annually in the blue cells below. Use SUMIFS and only use one criteria.

2) How many Male trench coats were sold in Autumn/Winter quarters across 2015-2018? Use SUMIFS and only use one criteria. Refer to criteria in the yellow cell and return the answer in the blue cell.

3) Summarise annual and quarterly quantity of shoes sold by gender in the blue cells below. Use SUMIFS and use two criteria.

4) How many...

### SCENARIOS

1) Set up the Use Assumptions in the blue cells below so that the selected scenarios assumptions are pushed through the model. Use MATCH and INDEX.

2) Select Low, Base and High Cases and Copy and Paste Values the Gross Sales and Profit from each scenario into the blue cells below. To paste values press Ctrl+C to copy and then Ctrl+Alt+V, then V, then ENTER, to paste just the values.

3) Complete the blue cells to show the Profit and Profit Margin of the Low Case and High Case versus the Base Case. Both the Profit and the Profit Margin variance are simple subtractions.

### COUNTIFS & RANK functions

1) Rank all films by their IMDb rating. What is the best film? Use RANK to rank the films. Use INDEX and MATCH to return the Top 5 best films.

2) How many Paramount, Universal, Pictures and Warner Bros Titles have featured each year between 2010 and 2014? Use COUNTIFS to complete the answer in the blue cells.

3) Which studio has featured the most in the Top Ten films since 1995? Use COUNTIFS to complete the answer in the blue cells. Tip: You will need to use the phone arrows to navigate many rows.

4) What is the average Worldwide Gross (\$m) for all studios and including the year 2007? Use SUMIFS and COUNTIF to complete the answer in the blue cells.

## Practical Based

Throughout the course, participants will put into practice the theory they have just learnt by downloading comprehensive and commercially-orientated exercises, supported by solution files and videos.

Additionally, regular quizzes are provided to further challenge and test your knowledge.

# FINANCIAL ANALYSIS *EXPERTS*

All Claritix courses are created by Dan Stockdale, a former PwC modeller and trainer who taught best practice modelling and Excel courses within the Firm. Dan also has a background in Finance teams across several industries, having worked in Commercial Analysis and Management Accounting. He qualified with the Chartered Institute of Management Accountants (CIMA) in 2010 and holds the ACMA and CGMA designations.

Our training courses are transformative. They have not been diluted down to go only halfway. They are broad and intensive, and expose participants to a wide range of Excel skills, as well as commercial knowledge, thinking and approach.

Practical experience in Finance, Analyst, Consulting and Strategy roles has been drawn upon to tailor content to include the most useful, powerful and relevant functionality that Excel provides, and omit the less so.

Participants can expect to leave the course with a step-change in applicable Excel knowledge. This aims to boost productivity, reduce risk in deliverables, and empower staff using the World's most prevalent and powerful business tool to add value in their work.