

# Microsoft Excel Training

**Immaculate Advanced Excel Training** course is designed to equip participants with powerful tools and techniques to analyze, visualize, and manage data efficiently. The course emphasizes practical, hands-on exercises and includes real-world projects tailored for marketing and finance professionals.

# **Target Audience**

Professionals in marketing, finance, operations, and other data-driven fields. Individuals looking to enhance their Excel skills for advanced data analysis and visualization.

## **Course Outline**

# 1. Advanced Formulas and Functions (Core Skills)

Logical Functions.

Lookup Functions.

Text Functions.

Error Handling.

Hands-On Exercises: Solve common data validation and reporting challenges.

#### 2. PivotTables and Data Analysis

Creating and customizing PivotTables.

Grouping, filtering, and summarizing data.

Using slicers and timelines for interactivity.

Hands-On Exercises: Create a dynamic sales report using PivotTables.

## 3. Data Visualization and Advanced Charting

Creating professional charts (bar, line, pie, waterfall).

Dynamic chart creation using formulas.

Introduction to Conditional Formatting for data insights.

Hands-On Exercises: Design a KPI dashboard for team performance.



**Duration: 1.5 hr** 

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**Duration: 1 hr** 

# **4. Data Cleaning and Management**

Removing duplicates and handling blank cells.

Using Text to Columns and Flash Fill for data transformation.

Data validation and creating dropdown lists.

Hands-On Exercises: Clean and organize a customer database.

#### **5. Power Query (Essentials)**

Importing and transforming data from various sources.

Basic cleaning and reshaping of data.

Hands-On Exercises: Transform raw data into a structured format for analysis.

#### 6. Optional: Macros and Automation

Recording and running basic macros.

Assigning macros to buttons for automation.

Hands-On Exercises: Automate a repetitive data-entry task.

#### **Project 1: Marketing Dashboard**

Objective: Create an interactive marketing performance dashboard.

Analyze campaign performance using PivotTables and slicers.

Visualize metrics like click-through rates, conversions, and ROI using advanced charts.

Use conditional formatting to highlight trends and outliers.

Deliverables: A polished, dynamic dashboard that summarizes key marketing metrics.

## **Project 2: Financial Analysis Tool**

Objective: Develop a financial analysis workbook for monthly reporting.

Create a cash flow analysis using advanced formulas.

Design a professional income statement with charts showing revenue and expense trends.

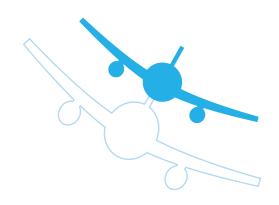
Automate data transformation tasks using Power Query.

Deliverables: A fully functional financial reporting tool that supports decision-making.

#### **Course Duration**

#### 5 to 7 hours

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Duration: 1 hr

**Duration: 30 min** 

**Duration: 1 hr**