

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)

Duration: 1.5 hr

Logical Functions.

Lookup Functions.

Text Functions.

Error Handling.

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

2. PivotTables and Data Analysis

Duration: 1.5 hr

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

Duration: 1 hr

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.



4. Data Cleaning and Management

Duration: 1 hr

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)

Duration: 1 hr

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

Duration: 30 min

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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