

				Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19
1	Marketing Budget	Communic	Unit	13,034	13,585	10,074	13,295	18,392	12,282	20,175	24,788
2	13446	Personnel	0	345	347	194	1,983	374	838	764	133
3	13446	Personnel	1	321	434	178	519	1,852	342	343	345
4	13446	Personnel	0	0	2,300	180	90	22	452	343	345
5	13446	Personnel	1	12,800	18,848	11,599	10,502	18,039	10,890	1,500	4,890
6	13446	Personnel Total	2	6,000	2,300	5,000	1,500	1,200	900	500	3,000
7	13446	Marketing	2	2,000	5,420	3,000	2,100	300	500	4,200	7,500
8	13446	Marketing	1	8,000	4,800	2,500	8,000	10,100	5,310	10,250	18,000
9	13446	Marketing	3	2,000	4,800	2,500	8,000	10,100	5,310	10,250	18,000
10	13446	Marketing Total	5	12,000	12,000	13,000	14,600	18,200	16,120	24,800	43,750
11	13446	Marketing	0	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
12	13446	Marketing	1	523	431	371	373	311	317	348	470
13	13446	Marketing	2	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
14	13446	Marketing	3	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
15	13446	Marketing	4	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
16	13446	Marketing	5	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
17	13446	Marketing	6	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
18	13446	Marketing	7	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
19	13446	Marketing	8	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
20	13446	Marketing	9	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
21	13446	Marketing	10	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
22	13446	Marketing	11	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
23	13446	Marketing	12	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
24	13446	Marketing	13	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
25	13446	Marketing	14	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
26	13446	Marketing	15	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
27	13446	Marketing	16	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
28	13446	Marketing	17	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
29	13446	Marketing	18	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
30	13446	Marketing	19	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
31	13446	Marketing	20	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000



DIGITAL INNOVATION AND TRANSFORMATION | COURSE

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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.

In the "Data Management, Manipulation & Analysis using Excel®" training course, participants will learn to leverage Excel for data querying, hypothesis testing, and solving complex problems.

By course completion, attendees will gain proficiency in over 50 Excel functions, various chart types, and an array of analysis tools, enabling them to harness data for actionable insights and informed decision-making.

Course Objectives

By attending this training course, participants will achieve the following objectives:

- Develop proficiency with over 50 Excel functions.
- Identify the most appropriate chart for specific tasks.
- Effectively manipulate both textual and numerical data.
- Conduct data analysis using suitable tools.
- Analyse relationships between variables and generate accurate forecasts.

Who should Attend?

This training course is designed for middle and senior managers responsible for divisional or organizational outcomes, as well as consultants and professionals who support them. Suitable participants include:

- Individuals with line management responsibilities.
- HR professionals.
- Engineers in the Oil and Gas, Energy, and Telecom sectors.



Course content

Course Objectives

- Senior finance professionals.
- Board-level executives and non-executive directors.

Course outline

Day One: 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 Two: 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 Three: Intermediate MS Excel Functions

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



Course content

Course outline

- Introduction to Pivot tables

Day Four: 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 Five: 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
20 - 24 July 2026	Vienna - Austria	Classroom	€4,250.-
3 - 7 August 2026	Barcelona - Spain	Classroom	€3,850.-
7 - 11 September 2026	Paris - France	Classroom	€4,500.-
12 - 16 October 2026	Frankfurt - Germany	Classroom	€3,250.-
9 - 13 November 2026	Barcelona - Spain	Classroom	€3,850.-
14 - 18 December 2026	Frankfurt - Germany	Classroom	€3,250.-
Live online option		Online delivery is available at €1,850.-.	