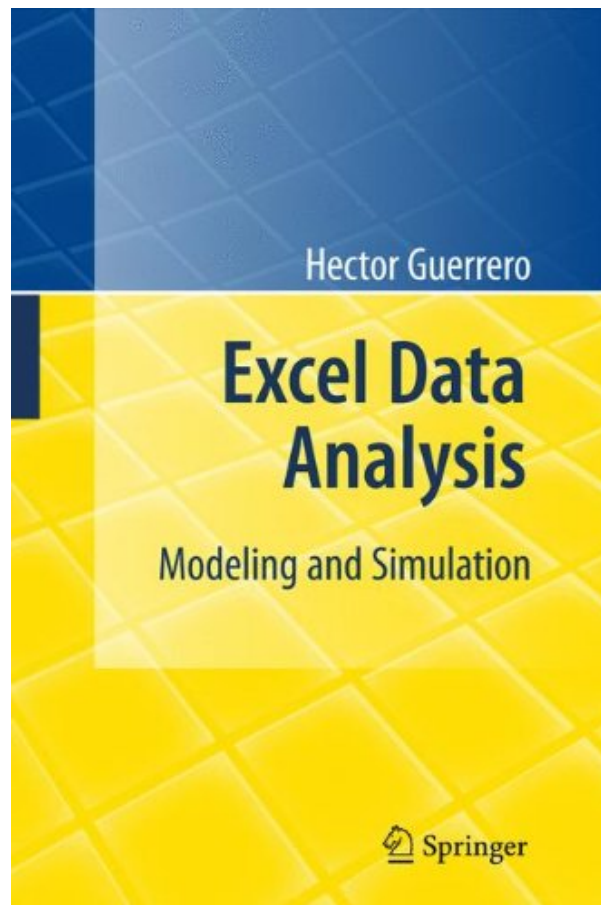
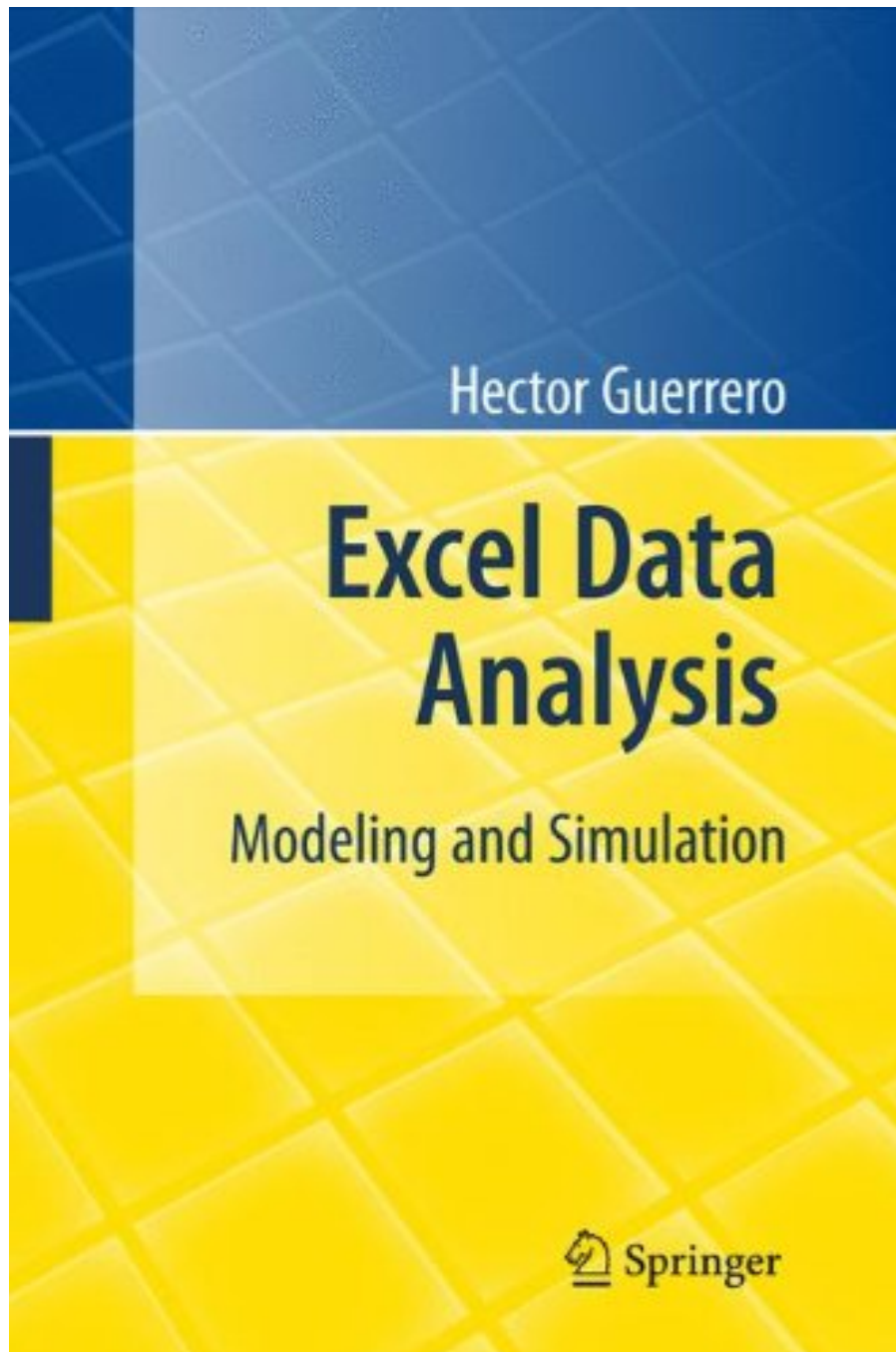


EXCEL DATA ANALYSIS: MODELING AND SIMULATION BY HECTOR GUERRERO



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Review

From the book reviews:

“It is real keeper for Data Analysts, who are working all day long with MS Excel the efforts of the author to make data analysis understandable and not boring are really remarkable! The existence of so many good examples ... makes these 338 pages a really great book. ... exercises after each chapter and their online solution may help any Excel Data Analyst to become better if he spends a few hours trying to solve them.”
(Vitoshacademy.com, January, 2014)

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This book is written for the students and practitioners who are looking for a single introductory Excel-based resource that covers three essential business and analytical skills?Data Analysis, Business Modeling, and Simulation of Complex Problems. The focus of the book is clearly on analysis of problems for decision making, yet detailed explanations regarding how to use Excel tools are provided. After many years of teaching and consulting, it is abundantly clear to me that for most students, a good example is worth its weight in gold. This book contains many excellent examples in each chapter, some simple and others more complex, and there is an abundance of exhibits to guide the student through the maze of steps necessary for each analysis. The content is quite diverse: • data presentation ? the Feng Shui of spreadsheets, effective communication and collaboration • data preparation ? import, scrub, manipulate data • data analysis ? statistical methods: descriptive, inferential, and predictive, Design of Experiments • modeling ? deterministic, probabilistic, What-if, Scenarios • simulation ? quantifying uncertainty, Monte Carlo Simulation • optimization ? constrained, Linear Programming, non-linear models, Goal Seek • Couple these features with detailed discussions of how to realistically organize and extract insight from complex problems, and I believe you have a unique educational combination in one book.

About the Author

Dr. Guerrero is a professor at Mason School of Business at the College of William and Mary, in

Williamsburg, Virginia. He teaches in the areas of decision making, statistics, operations and business quantitative methods. He has previously taught at the Amos Tuck School of Business at Dartmouth College, and the College of Business of the University of Notre Dame. He is well known among his students for his quest to bring clarity to complex decision problems. He earned a Ph.D. Operations and Systems Analysis, University of Washington and a BS in Electrical Engineering and an MBA at the University of Texas. He has published scholarly work in the areas of operations management, product design, and catastrophic planning. Prior to entering academe, he worked as an engineer for Dow Chemical Company and Lockheed Missiles and Space Co. He is also very active in consulting and executive education with a wide variety of clients-- U.S. Government, International firms, as well as many small and large U.S. manufacturing and service firms. It is not unusual to find him relaxing on a quiet beach with a challenging Excel workbook and an excellent cabernet.

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Why does the World Need Excel Data Analysis, Modeling, and Simulation? When spreadsheets first became widely available in the early 1980s, it spawned a revolution in teaching. What previously could only be done with arcane software and large scale computing was now available to the common-man, on a desktop. Also, before spreadsheets, most substantial analytical work was done outside the classroom where the tools were; spreadsheets and personal computers moved the work into the classroom. Not only did it change how the analysis curriculum was taught, but it also empowered students to venture out on their own to explore new ways to use the tools. I can't tell you how many phone calls, office visits, and/or emails I have received in my teaching career from ecstatic students crowing about what they have just done with a spreadsheet model. I have been teaching courses related to spreadsheet based analysis and modeling for about 25 years and I have watched and participated in the spreadsheet revolution.

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- Binding: Hardcover
- 338 pages

Features

- Used Book in Good Condition

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complex, and there is an abundance of exhibits to guide the student through the maze of steps necessary for each analysis. The content is quite diverse: • data presentation ? the Feng Shui of spreadsheets, effective communication and collaboration • data preparation ? import, scrub, manipulate data • data analysis ? statistical methods: descriptive, inferential, and predictive, Design of Experiments • modeling ? deterministic, probabilistic, What-if, Scenarios • simulation ? quantifying uncertainty, Monte Carlo Simulation • optimization ? constrained, Linear Programming, non-linear models, Goal Seek • Couple these features with detailed discussions of how to realistically organize and extract insight from complex problems, and I believe you have a unique educational combination in one book.

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Most helpful customer reviews

14 of 16 people found the following review helpful.

Don't let my Pen Name make this review seem frivolous . . .

By Britcom-ing in America

I was a graduate student of Professor Guerrero at The College of William and Mary and have to recommend this book. For those unfortunates who did not have him as an instructor, this is a book that gives you the experience of spending time with him in the classroom. The practical application of Excel as a modeling and simulation tool is delivered in a conversational style that engages the reader and occasionally generates a chuckle. Yes, a chuckle in a text that includes the words Excel, Modeling and Simulation in the title. However, inbetween the chuckles is solid theory and application. It's a clever text.

I would recommend this book if only for the discussion of the feng shui of worksheet development - as users, we sometimes don't think through the design of the excel workbook. We build and link, build and link, build and link...

So, Senior Brain, I put my workbook in your hands...

5 of 5 people found the following review helpful.

[...]

By VitoshAcademy

This is a data analysis book, written with passion. It is real keeper for Data Analysts, who are working all day long with MS Excel and have to perform tasks such as "Tell me how much should my ticket entry cost, in order to obtain 50 000 EUR profit, considering the fact that we do not know how many people will enter" or simply "These are our expenses, find a way to optimize them... And find some relation between them". The book goes a few steps further in answering these questions: it provides a good working methodology for dealing with such cases and it introduces unpopular features of MS Excel, used only by experienced Data

Analysts.

Furthermore, Excel Data Analysis is not only for Data Analysts with university education in statistics - it is written in a way to be understood by anyone with passion (or a task) for model creation. Basic statistical terms as "Chi-Square", "z-Test", "ANOVA", "Sensitivity Analysis", "Type of Distribution" are well explained with examples. Thus, the book is not just a boring statistics book (there are plenty of those available), but it goes beyond this - it shows you how to use all these statistical features in Excel Modeling and to put life into them. The examples in MS Excel are really fascinating and I personally enjoyed reading it.

What I personally learned from this book (and I am not ashamed to state it):

1. "What - If" feature in Excel:

Although I have some real work experience with Excel Data modeling, I did not know about the "What-If" options in the Data ribbon. Their functions would have been of use in 2-3 projects of mine. Anyway, I have managed to survive without them and to achieve my goals in another way. Here you may find a good presentation of the "Goal Seek" feature in Excel. Here you may find a good presentation of the "Goal Seek" feature in Excel.

2. The possibility for subtotals in filtering:

This is another unpopular & useful feature of Excel, which gives you some great possibilities to summarize data. Really useful, when you need some quick presentation and you do not want to go for a Pivot table for it.

3. Various useful ideas for MS Excel model design:

At first, I would like to point out the great idea of combining radio buttons, vertical scrollers and simple IF operator for excel modeling. Really, the tool simply takes one Excel tab and it looks simply beautiful. The fact, that it is really easy in creation and understandable only makes it better. It is an example of what the excel dashboards should be: simple, understandable and powerful.

At the end, I would like to clarify the following - the efforts of the author to make data analysis understandable and not boring are really remarkable! The existence of so many good examples, explained step by step is what makes these 338 pages a really great book. Last, but not least, the availability of exercises after each chapter and their online solution may help any Excel Data Analyst to become better if he spends a few hours trying to solve them.

2 of 2 people found the following review helpful.

Not quite professionally published. Good material but support for the user not adequate.

By Sojournalist

I took an operations research class that used another book which prominently featured and relied on the Frontline Solvers commercial solutions for Excel, which we had an educational license to use during the class. These add-ins were quite powerful although we experienced the limitations of the educational license even in that class.

Afterwards, I was interested in getting a book on the same subject matter that didn't rely on the commercial add-ins, and this book fit the bill. For the most part, the explanations are clear and the motivations are good. (I haven't completely read the whole thing, but I'm over halfway through it.)

Unfortunately, the book (book "system"?) has two major drawbacks that prevent me from giving it five stars.

First, let me say that I have many Springer-Verlag technical books and most of them are topnotch quality, for which I gladly (well, reluctantly) pay top dollar. This one, however, lacks both an index (forgivable) and a companion website or place to download the example files (unpardonable sin!). Update: Professor Guerrero provides the material on his W&M site: <http://masonweb.wm.edu/xldams/>.

The reason I'm taking two full stars off for these infelicities is that NOWHERE in the book is the full data the examples use to be found. Screenshots are not complete, they focus in on what the text is talking about, but if you want the data to download and manipulate in your own machine, they are not to be found on the web or on Springer's website.

This is the second Springer book I've bought that features and/or needs a companion website and one wasn't provided. For the record and comparison purposes, Wiley's companion website for the book http://www.amazon.com/Management-Science-Art-Modeling-Spreadsheets/dp/1118582691/ref=sr_1_1?ie=UTF8&qid=1420580664&sr=8-1&keywords=management+science was excellent.

If you can pick up a copy through your library, two weeks is all you'll need with this. Apologies to all of Prof. Guerrero's students who rave on the book above; it's really rather pedestrian in execution. In his defense, some of that is Springer's responsibility.

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Prior to entering academe, he worked as an engineer for Dow Chemical Company and Lockheed Missiles and Space Co. He is also very active in consulting and executive education with a wide variety of clients-- U.S. Government, International firms, as well as many small and large U.S. manufacturing and service firms. It is not unusual to find him relaxing on a quiet beach with a challenging Excel workbook and an excellent cabernet.

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