

BUSINESS DATA ANALYSIS
USING EXCEL

This exciting new title provides a thematic introduction to the use of Excel spreadsheets in Business Data Analysis. It is suitable for Business Studies undergraduates and post-graduates studying introductory Business Data Analysis and can be used on Quantitative Methods modules.

Assuming no prior knowledge of Excel, the text takes a step-by-step approach enabling students to develop confidence in their analytical skills. Using illustrative examples focused on the business environment, the reader is encouraged to develop an understanding of the power of Excel in allowing both analysis of business data sets and in the flexible preparation of graphs, charts and tables for inclusion in reports and essays.

The learning approach is highly interactive and an accompanying Online Resource Centre provides online Excel worksheets and tasks, allowing students to apply what they have learnt.

David Whigham is Senior Lecturer in Economics at Glasgow Caledonian University.

'We like the fact that this book is an integration of several foundational quantitative business concepts and how they are implemented in Excel - students are able to follow detailed instructions on relevant functions and facilities of Excel that apply to the particular business related scenario. None of the competing books treats the material in this way. This book gives plenty of practical exercises for students to learn and reinforce the relevant spreadsheet skills.'

Tony Lewis, *Oxford's Brookes University*

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For students: Excel worksheets containing guidance and suggestions.

For Lecturers: Annotated Excel worksheets, Power Point slides containing all the illustrated worksheets and figures from the text, and self-marking exercises for use in a virtual learning environment.

'The use of Excel throughout this textbook sets it apart from other textbooks and the availability of worksheets online makes it particularly useful.'

L. F. Wright, *Liverpool John Moores University*

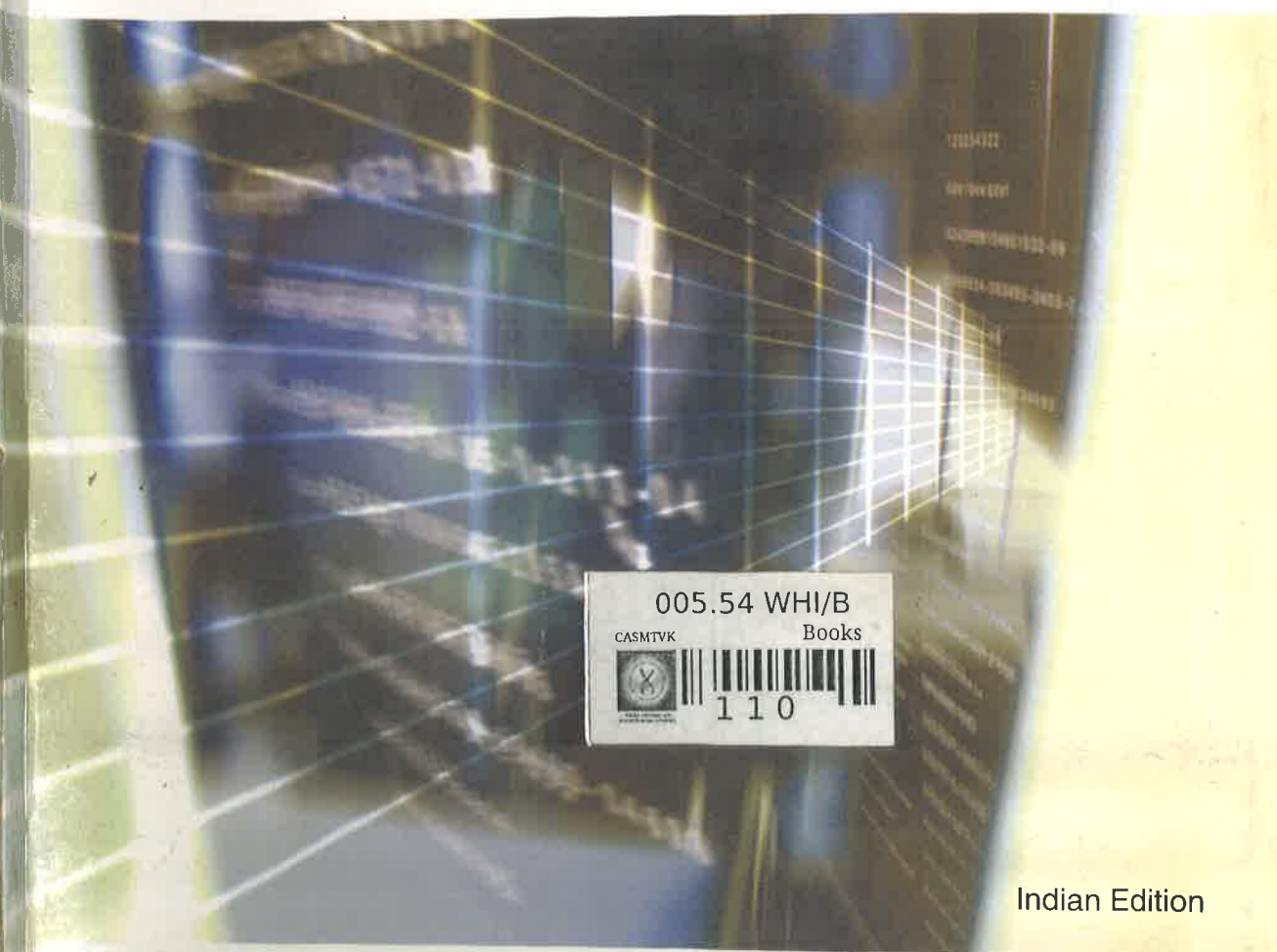
'The comprehensiveness of the Excel material makes it, I believe, the best text available for that particular purpose.'

Dr. Alan D. Mayer, *Swansea University*

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Business Data Analysis Using Excel

David Whigham



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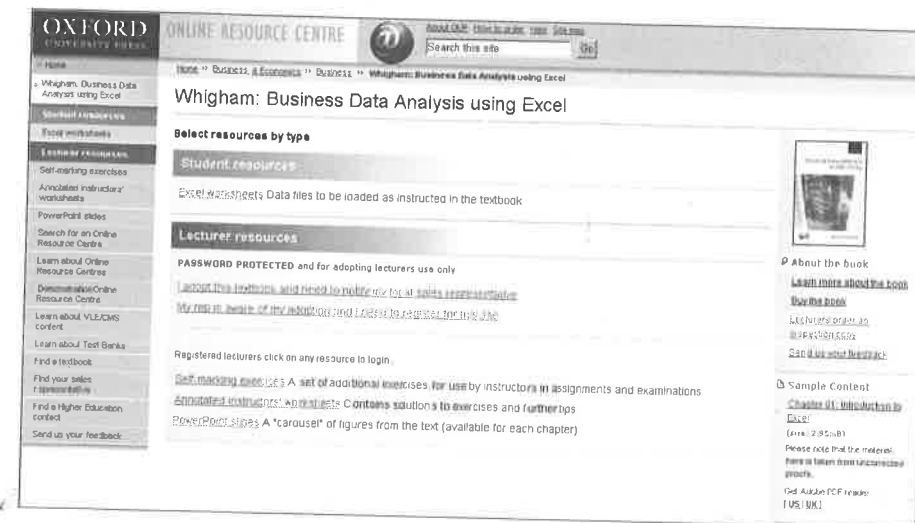
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ONLINE RESOURCE CENTRE



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Visit the Business Data Analysis online resource centre at
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 to find an extensive range of teaching and learning resources, including:



For Students:

Excel files: All the data files referred to in the text are available to download from the online resource centre. They are arranged by chapter. They should be downloaded as and when instructed in the textbook. These are not simply Excel files but also include numerous embedded comments and tips.

For Lecturers:

PowerPoint slides: A set of PowerPoint slides containing the figures and diagrams for each chapter.

Excel files: A set of annotated worksheets containing solutions to the exercises and additional tips/comments for lecturers.

Self-marking exercises: A set of exercises, marked by the computer, for use within a virtual learning environment to provide formative and summative assessment.

The Economics Network website allows instructors to download free software that automates the process of compiling and marking a wide range of Excel assessments.

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