



# Excel Data Analysis: Modeling and Simulation

By Hector Guerrero

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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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## **Editorial Review**

### 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)

From the Back Cover

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.

## **Users Review**

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