DATA ANALYSIS - OVERVIEW

Lecture #1



AGENDA

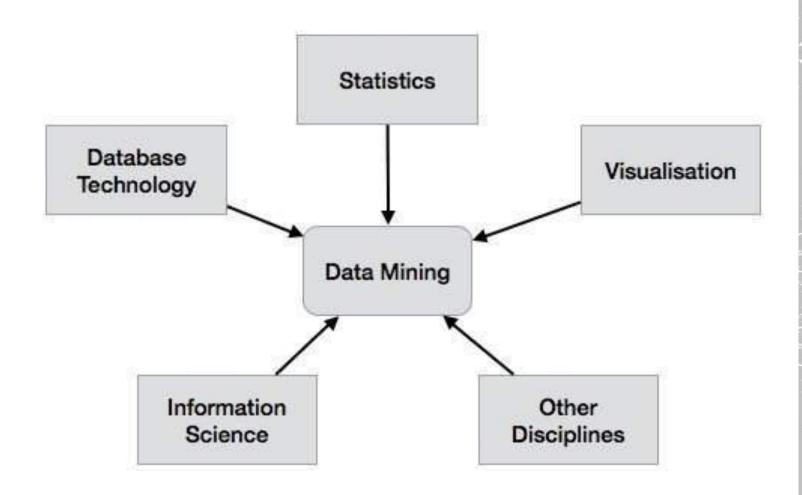
- Types of data analysis
- Data analysis process
- Data analysis with MS Excell
- Working with range names



TYPES OF DATA ANALYSIS

- Data mining
- Business Intelligence
- Statistical analysis
- Predictive analytics
- Text analytics





DATA MINING

 Data Mining is the analysis of large quantities of data to extract previously unknown, interesting patterns of data, unusual data and the dependencies.

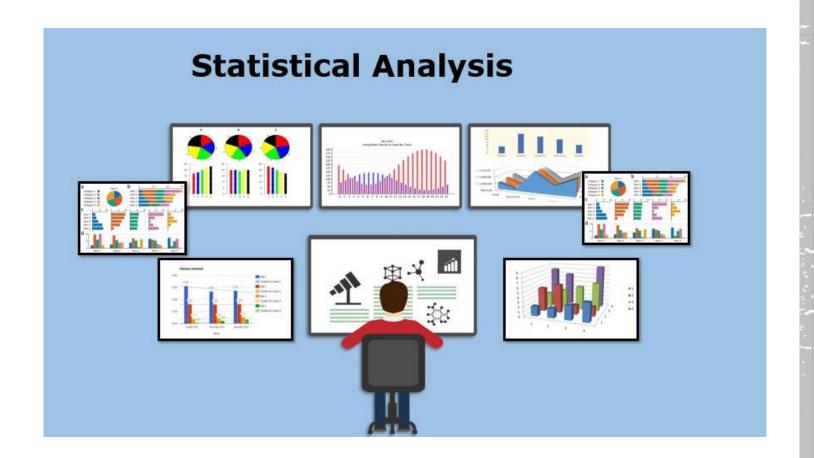




BUSINESS INTELLIGENCE

 The goal of business intelligence is to allow easy interpretation of large volumes of data to identify new opportunities.





STATISTICAL ANALYSIS

 Statistics is the study of collection, analysis, interpretation, presentation, and organization of data.

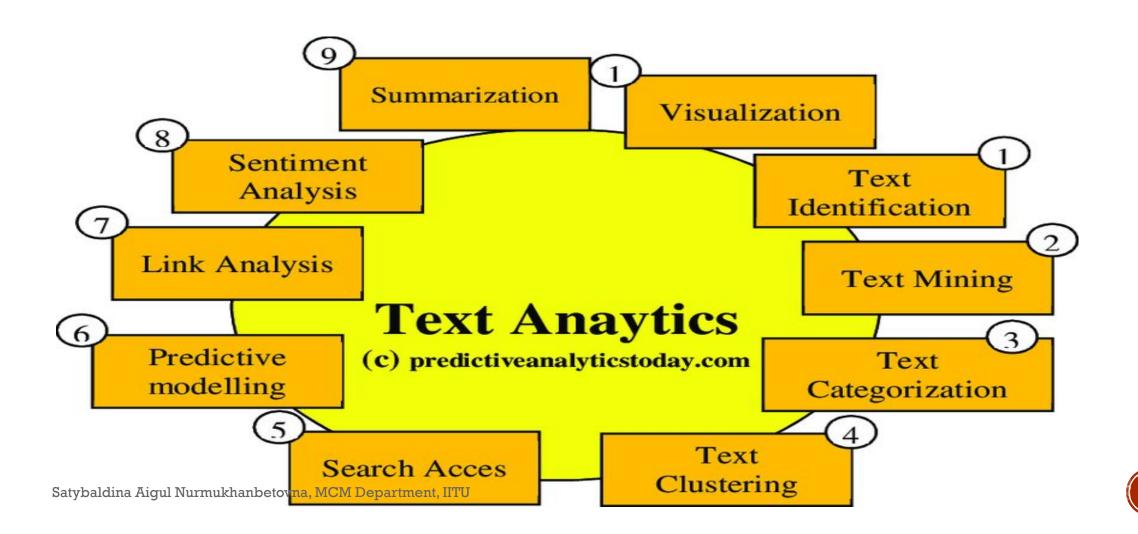


PREDICTIVE ANALYTICS





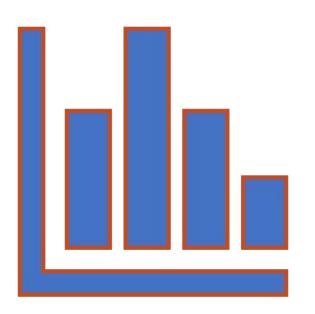
TEXT ANALYTICS



DATA ANALYSIS PROCESS

- Data Analysis Process consists of the following phases that are iterative in nature
 - Data Requirements Specification
 - Data Collection
 - Data Processing
 - Data Cleaning
 - Data Analysis
 - Communication





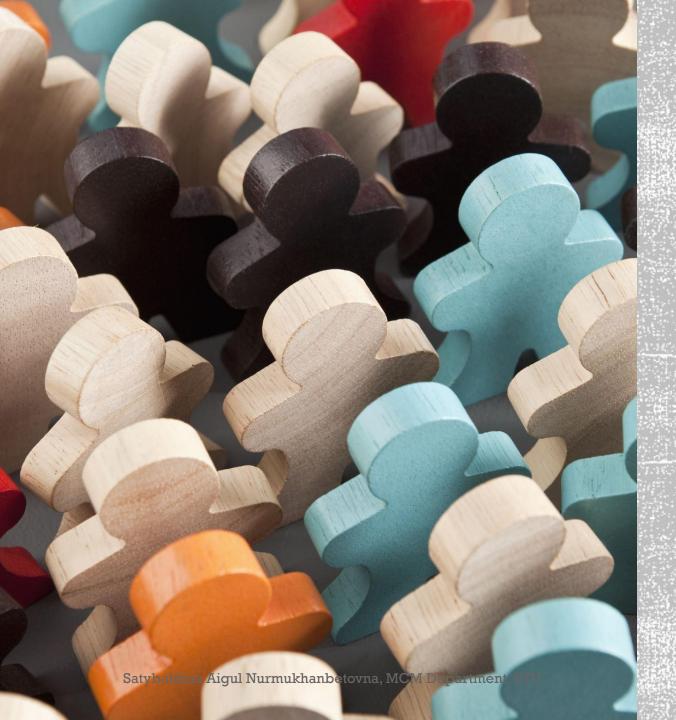
DATA ANALYSIS WITH MS EXCELL

- Conditional Formatting,
- Ranges,
- Tables,
- Text functions,
- Date functions,
- Time functions,
- Financial functions,
- Subtotals,
- Quick Analysis,
- Formula Auditing,
- Inquire Tool,
- What-if Analysis,
- Solvers,
- Data Model
- PowerPivot,
- PowerView,
- PowerMap, etc.

WORKING WITH RANGE NAMES

- Net_Present_Value = NPV (Discount_Rate, Cash_Flows)
- With Excel, you can create and use meaningful names to various parts of your data. The advantages of using range names include-
 - A meaningful Range name (such as Cash_Flows) is much easier to remember than a Range address (such as C6:C8).
 - Entering a name is less error prone than entering a cell or range address.
 - If you type a name incorrectly in a formula, Excel will display a #NAME? error.
 - You can quickly move to areas of your worksheet by using the defined names.
 - With Names, your formulas will be more understandable and easier to use. For example, a formula Net_Income = Gross_Income - Deductions is more intuitive than C40 = C20 - B18.
 - Creating formulas with range names is easier than with cell or range addresses.
 You can copy a cell or range name into a formula by using formula Autocomplete.





WORKING WITH RANGE NAMES

- you will learn-
 - Syntax rules for names.
 - Creating names for cell references.
 - Creating names for constants.
 - Managing the names.
 - Scope of your defined names.
 - Editing names.
 - Filtering names.
 - Deleting names.
 - Applying names.
 - Using names in a formula.
 - Viewing names in a workbook.
 - Using paste names and paste list.
 - Using names for range intersections.
 - Copying formulas with names.



You can use any combination of letters, numbers and the symbols - underscores, backslashes, and periods. Other symbols are not allowed.



A name can begin with a character, underscore or backslash.

- A name cannot begin with a number (example-1stQuarter) or resemble a cell address (example-QTR1).
- If you prefer to use such names, precede the name with an underscore or a backslash (example-\lstQuarter, _QTR1)
- Names cannot contain spaces. If you want to distinguish two words in a name, you can use underscore (example- Cash_Flows instead of Cash Flows)



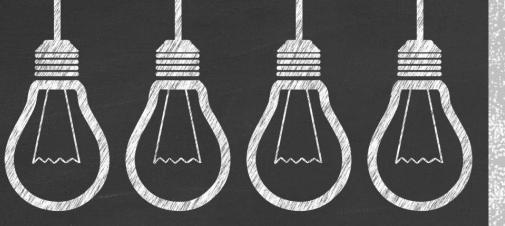
Your defined names should not clash with Excel's internally defined names, such as **Print_Area**, **Print_Titles**, **Consolidate_Area**, **and Sheet_Title**. If you define the same names, they will override the Excel's internal names and you will not get any error message. However, it is advised not to do so.



Keep the names short but understandable, though you can use up to 255 characters

EXCEL HAS THE FOLLOWING SYNTAX RULES FOR NAMES-

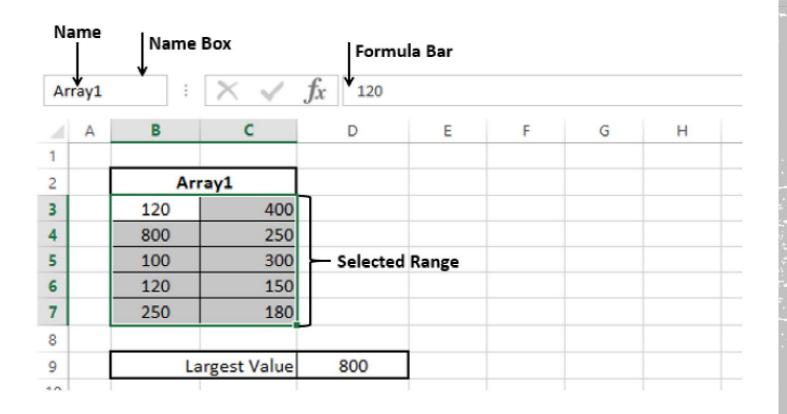






- You can create Range Names in two ways-
 - Using the Name box.
 - Using the New Name dialog box.
 - Using the Selection dialog box.

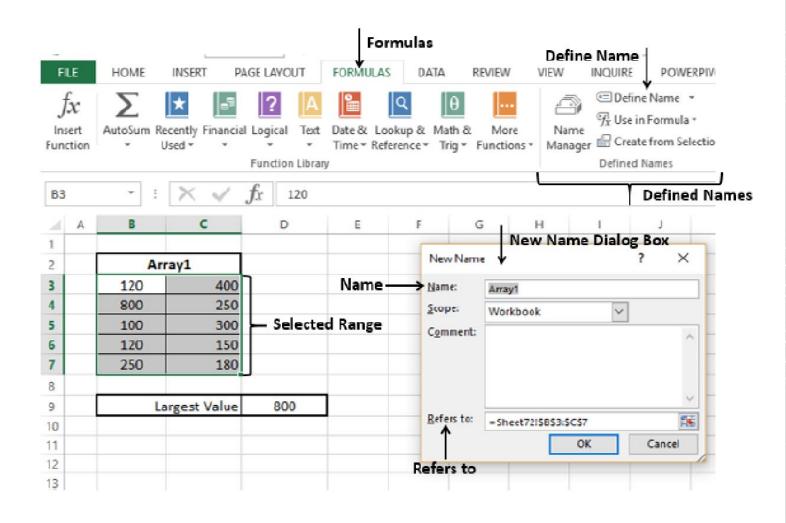




CREATE A RANGE NAME USING THE NAME BOX

- To create a Range name, using the **Name** box that is to the left of formula bar is the fastest way. Follow the steps given below-
 - Select the range for which you want to define a Name.
 - Click on the Name box.
 - Type the name and press Enter to create the Name.

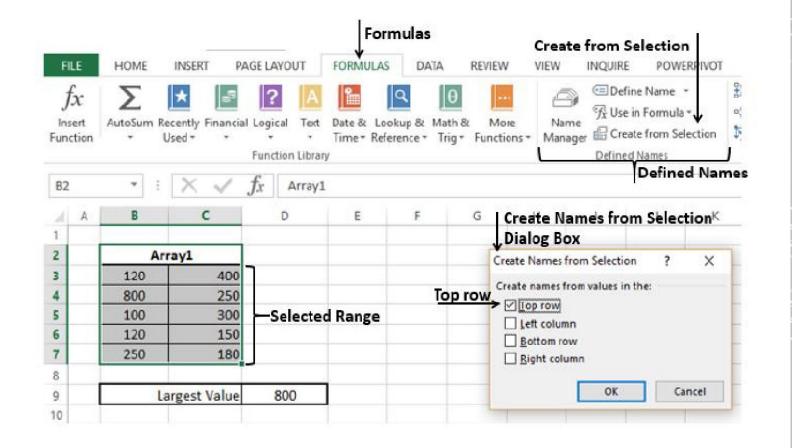




CREATE A RANGE NAME USING THE NEW NAME DIALOG BOX

- You can also create Range Names using the New Name dialog box from Formulas tab.
- Select the range for which you want to define a name.
- Click the Formulas tab.
- Click Define Name in the Defined Names group. The **New Name** dialog box appears.
- Type the name in the box next to Name
- Check that the range that is selected and displayed in the Refers box is correct. Click OK.

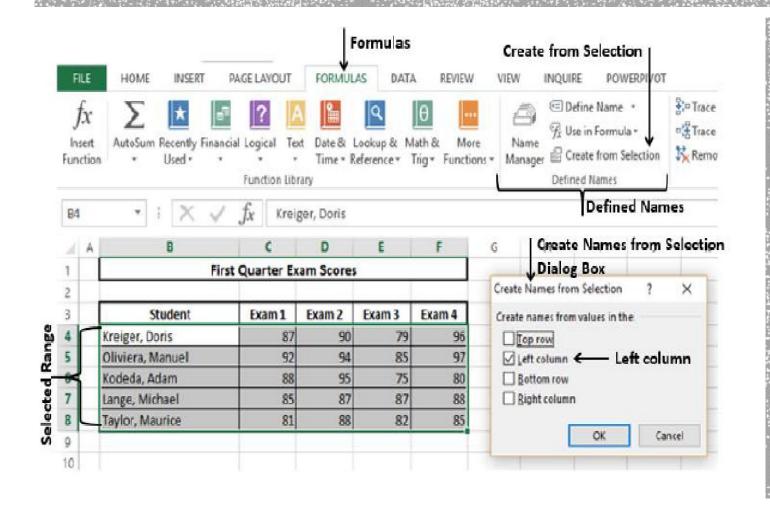




CREATE A RANGE NAME USING THE CREATE NAMES FROM SELECTION DIALOG BOX

- You can also create Range names using the **Create Names** from the Selection dialog box from Formulas tab, when you have Text values that are adjacent to your range.
- Select the range for which you want to define a name along with the row / column that contains the name.
- Click the Formulas tab.
- Click Create from Selection in the Defined Names group. The Create Names from Selection dialog box appears.
- Select top row as the Text appears in the top row of the selection
- Check the range that got selected and displayed in the box next to Refers to be correct. Click OK.





YOU CAN CREATE NAMES WITH MULTIPLE SELECTION ALSO. IN THE EXAMPLE GIVEN BELOW, YOU CAN NAME THE ROW OF MARKS OF EACH STUDENT WITH THE STUDENT'S NAME.

| 1 | A | В | С | D | E | F | G |
|---|---|---------------------------|--------|--------|--------|--------|-----------------------|
| 1 | | First Quarter Exam Scores | | | | | |
| 2 | | | | | | | |
| 3 | | Student | Exam 1 | Exam 2 | Exam 3 | Exam 4 | Total |
| 4 | | Kreiger, Doris | 87 | 90 | 79 | 96 | =SUM(KreigerDoris) |
| 5 | | Oliviera, Manuel | 92 | 94 | 85 | 97 | =SUM(Oliviera_Manuel) |
| 6 | | Kodeda, Adam | 88 | 95 | 75 | 80 | =SUM(KodedaAdam) |
| 7 | | Lange, Michael | 85 | 87 | 87 | 88 | =SUM(LangeMichael) |
| 8 | | Taylor, Maurice | 81 | 88 | 82 | 85 | =SUM(TaylorMaurice) |

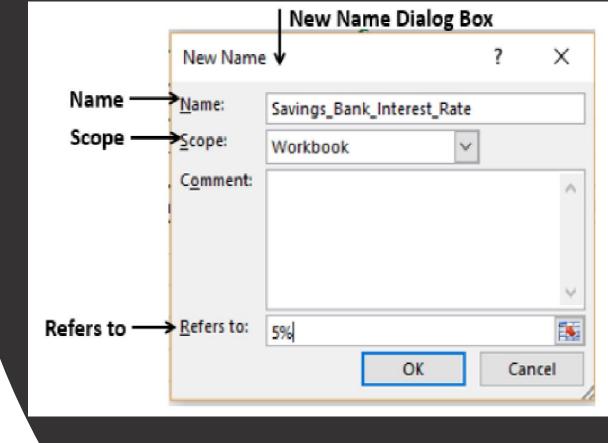
Range Names in Formulas

NOW, YOU CAN FIND THE TOTAL MARKS FOR EACH STUDENT WITH **=SUM** (STUDENT NAME), AS SHOWN BELOW.

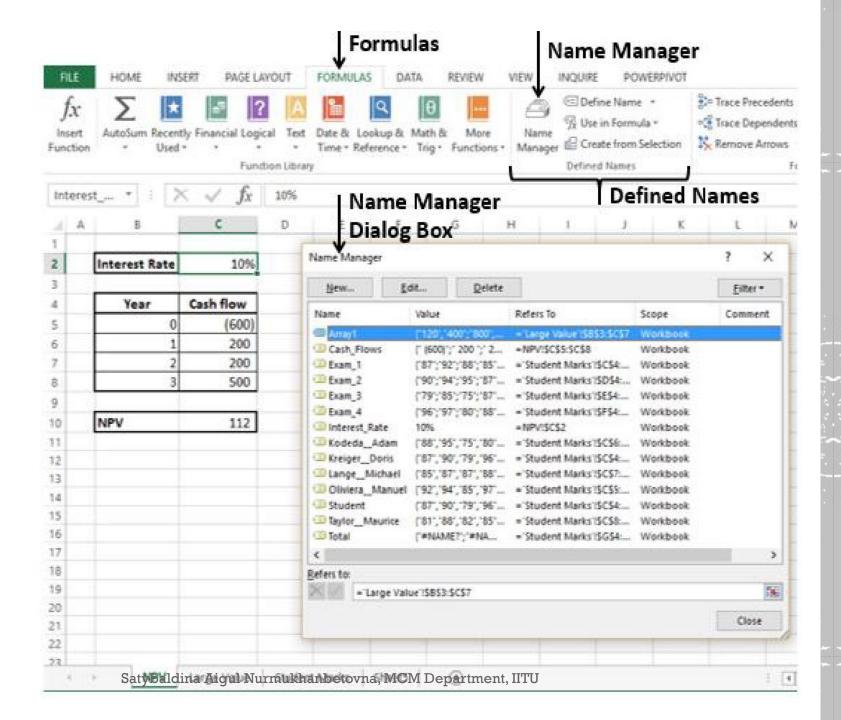


CREATING NAMES FOR CONSTANTS

- Suppose you have a constant that will be used throughout your workbook. You can assign a name to it directly, without placing it in a cell.
- In the example below, Savings Bank Interest Rate is set to 5%.
- Click Define Name.
- In the New Name dialog box, type Savings_Bank_Interest_Rate in the Name box.
- In Scope, select Workbook.
- In Refers to box, clear the contents and type 5%.
- Click OK.

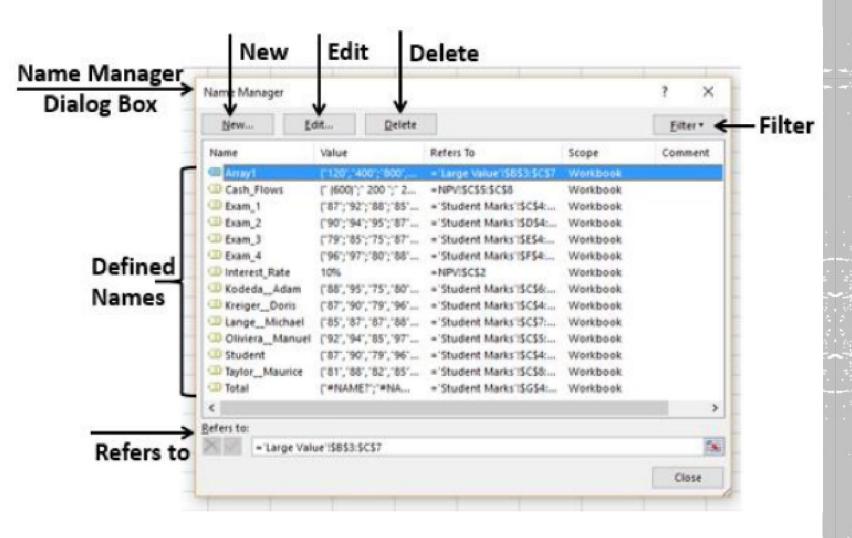






MANAGING NAMES

- An Excel Workbook can have any number of named cells and ranges. You can manage these names with the Name Manager.
 - Click the Formulas tab.
 - Click Name Manager in the Defined Names group. The Name Manager dialog box appears. All the names defined in the current workbook are displayed.



- The List of Names are displayed with the defined Values, Cell Reference (including Sheet Name), Scope and Comment.
- The Name Manager has the options to-
 - Define a New Name with the New Button.
 - Edit a Defined Name.
 - Delete a Defined Name.
 - Filter the Defined Names by Category.
 - Modify the Range of a Defined Name that it **Refers to.**

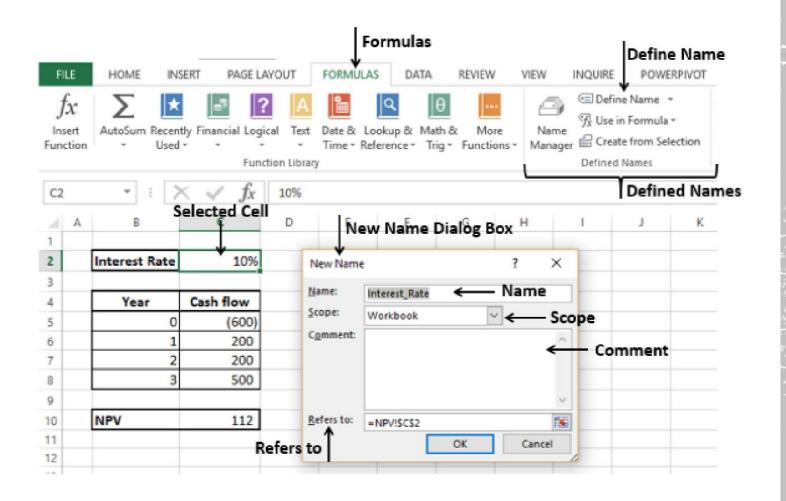




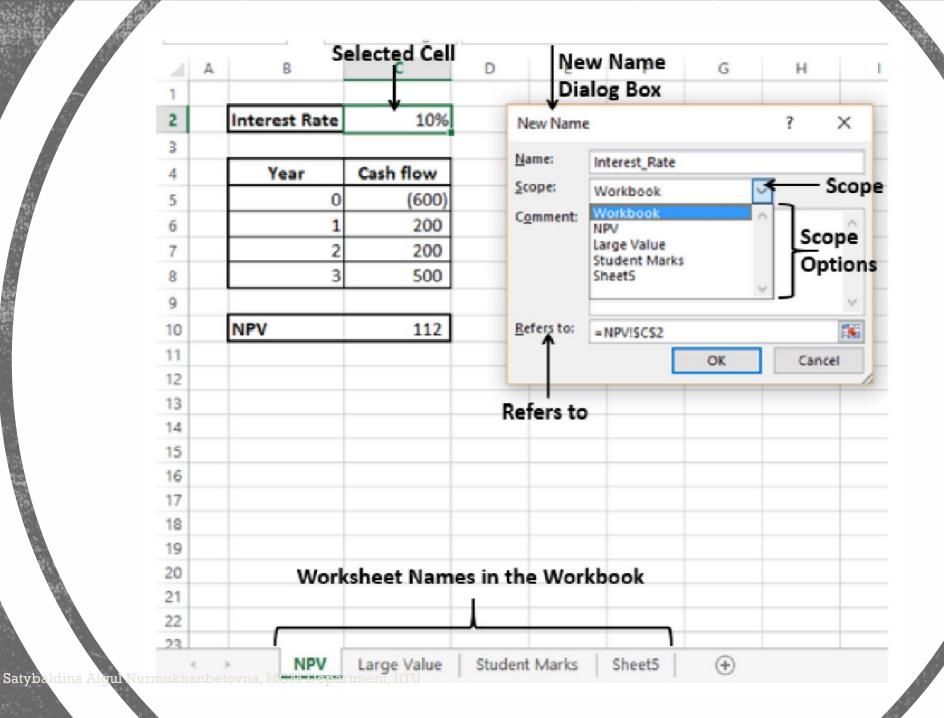
SCOPE OF A NAME

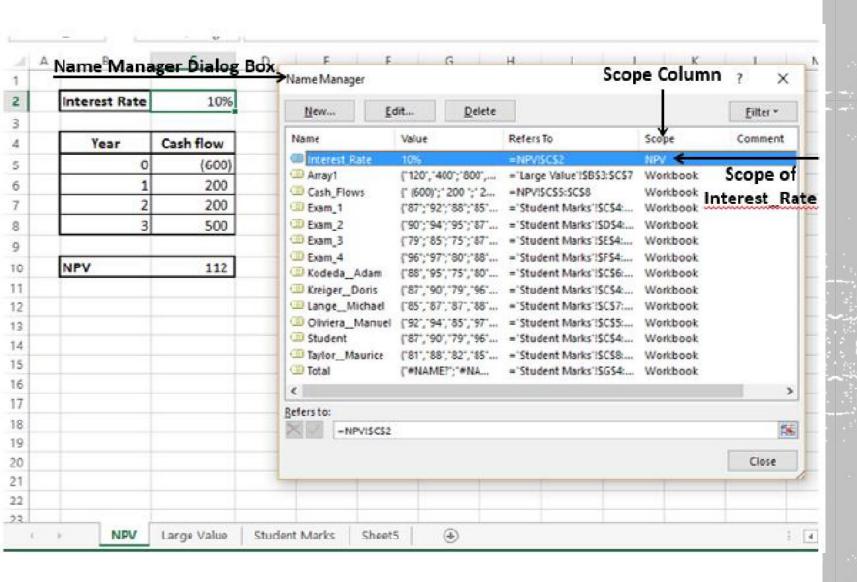
- The Scope of a name by default is the workbook. You can find the Scope of a defined names from the list of names under the Scope column in the Name Manager.
- You can define the Scope of a New Name when you define the name using New Name dialog box. For example, you are defining the name Interest_Rate. Then you can see that the Scope of the New Name Interest_Rate is the Workbook.





- Suppose you want the Scope of this interest rate restricted to this Worksheet only.
 - 1. Click the down-arrow in the Scope Box. The available Scope options appear in the drop-down list.





- The Scope options include Workbook, and the sheet names in the workbook.
 - 2. Click the current worksheet name, in this case NPV and click OK. You can define / find the sheet name in the worksheet tab.
 - 3. To verify that Scope is worksheet, click Name Manager. In the Scope column, you wil find NPV for Interest_Rate. This means you can use the Name Interest_Rate only in the Worksheet NPV, but not in the other Worksheets.

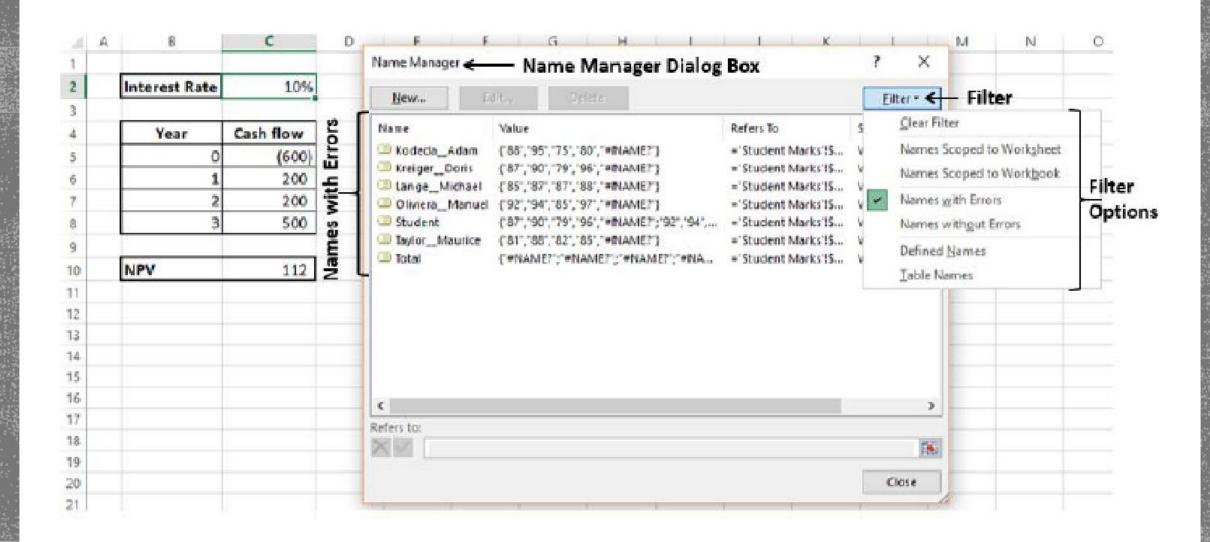
Note: Once you define the Scope of a Name, it cannot be modified later.

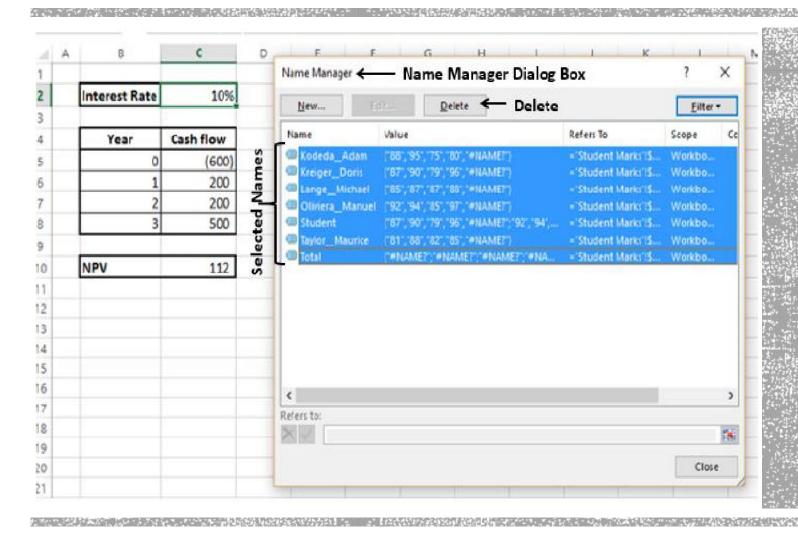


DELETING **NAMES** WITH **ERROR** VALUES

- Sometimes, it may so happen that Name definition may have errors for various reasons. You can delete such names as follows-
- 1. Click Filter in the Name Manager dialog box.
- The following filtering options appear-
 - Clear Filter
 - Names Scoped to Worksheet
 - Names Scoped to Workbook
 - Names with Errors
 - Names without Errors
 - Defined Names
 - Table Names
- You can apply Filter to the defined Names by selecting one or more of these options.
- 2. Select Names with Errors. Names that contain error values will be displayed.







FROM THE **OBTAINED** LIST OF NAMES, SELECT THE **ONES YOU** WANT TO DELETE AND CLICK DELETE.

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EDITING NAMES

- You can use the Edit option in the Name Manager dialog box to-
 - Change the Name
 - Modify the Refers to range
 - Edit the Comment in a Name.

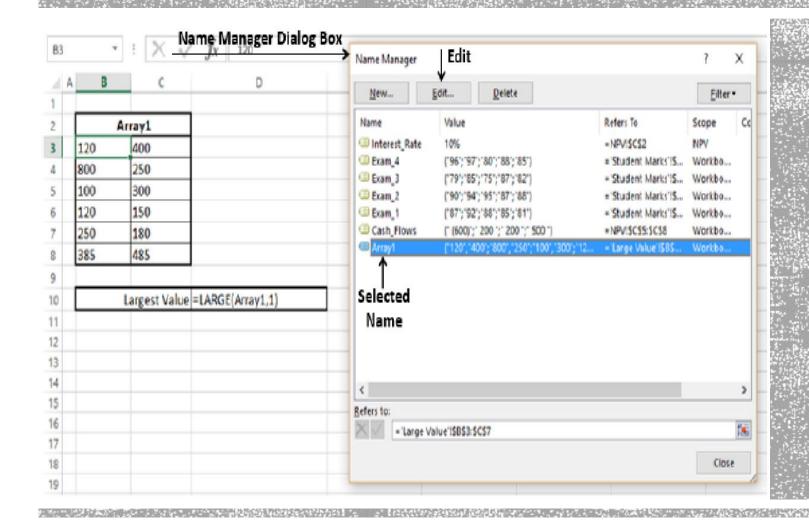
| 2 | | Array1 | |
|-----|-----|---------------|------------------|
| 3 | 120 | 400 | |
| 4 | 800 | 250 | |
| 5 | 100 | 300 | |
| 6 | 120 | 150 | |
| 7 | 250 | 180 | |
| 8 | 385 | 485 | |
| 9 | | | |
| 10 | | Largest Value | =LARGE(Array1,1) |
| 4.4 | | | |

- Click the cell containing the function Large.
- You can see, two more values are added in the array, but are not included in the function as they are not part of Array1.
- Click the Name you want to edit in the Name Manager dialog box. In this case, Array1.

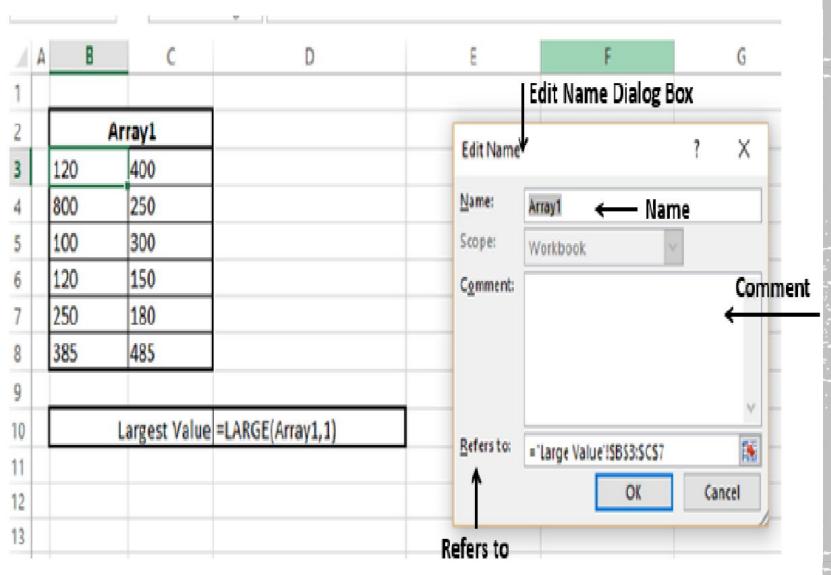
CHANGE THE NAME



CLICK

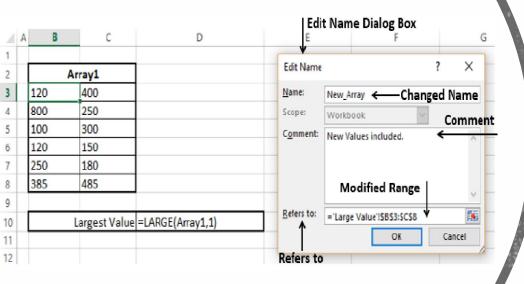


EDIT. EDIT NAME DIALOG BOX **APPEARS**

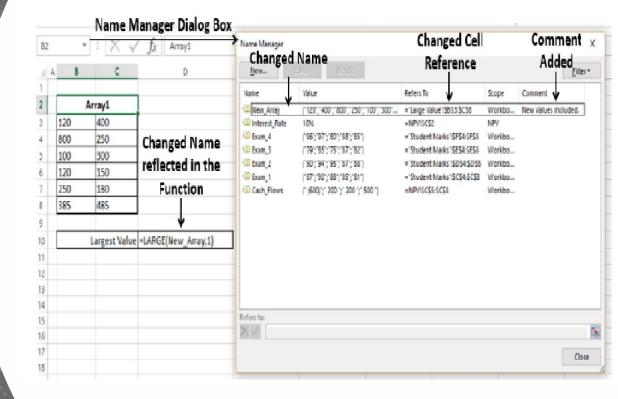


- 4. Change the Name by typing the new name that you want in the Name Box.
- 5. Click the Range button to the right of Refers to Box and include the new cell references.
- 6. Add a Comment (Optional)
- Notice that Scope is deactive and hence cannot be changed.





Click OK. You will observe the changes made.

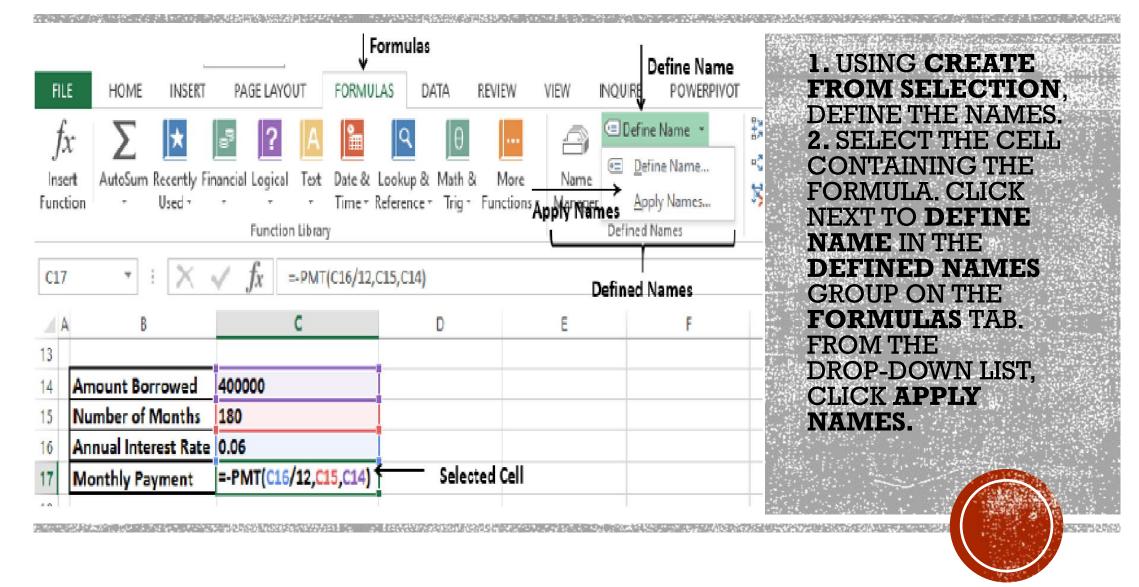


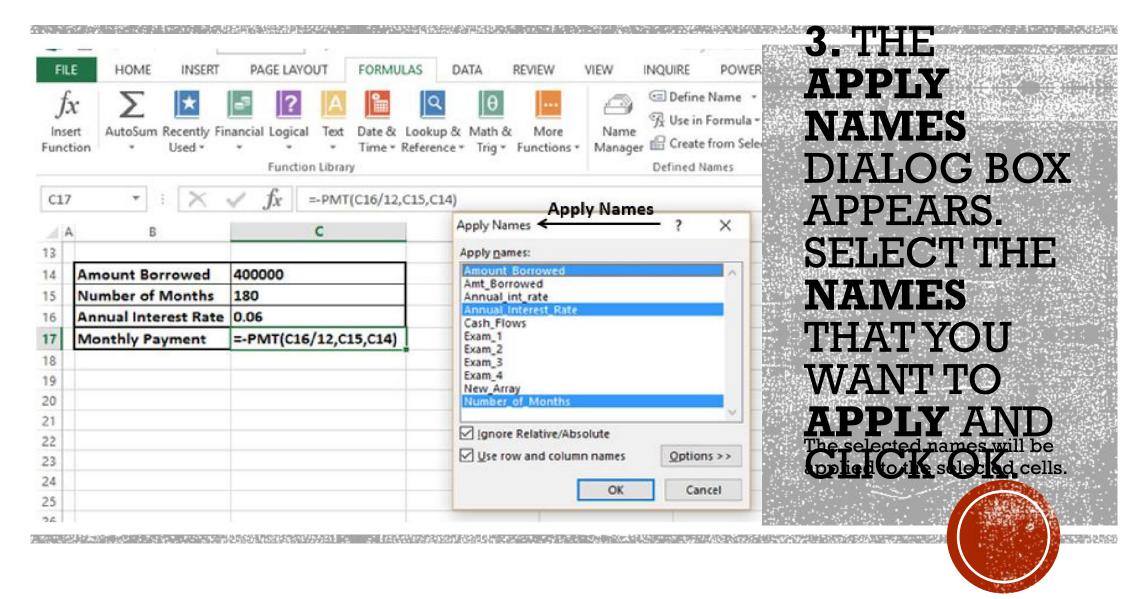
| | A B | C |
|----|-----------------------------|-----------------------|
| 13 | | |
| 14 | Amount Borrowed | 400000 |
| 15 | Number of Months | 180 |
| 16 | Annual Interest Rate | 0.06 |
| 17 | Monthly Payment | =-PMT(C16/12,C15,C14) |
| | | |

APPLYING NAMES

Consider the following example-









THANKYOU FOR ATTENTION

Lecture 1