Excel Data Analysis: Modeling and Simulation

Hector Guerrero
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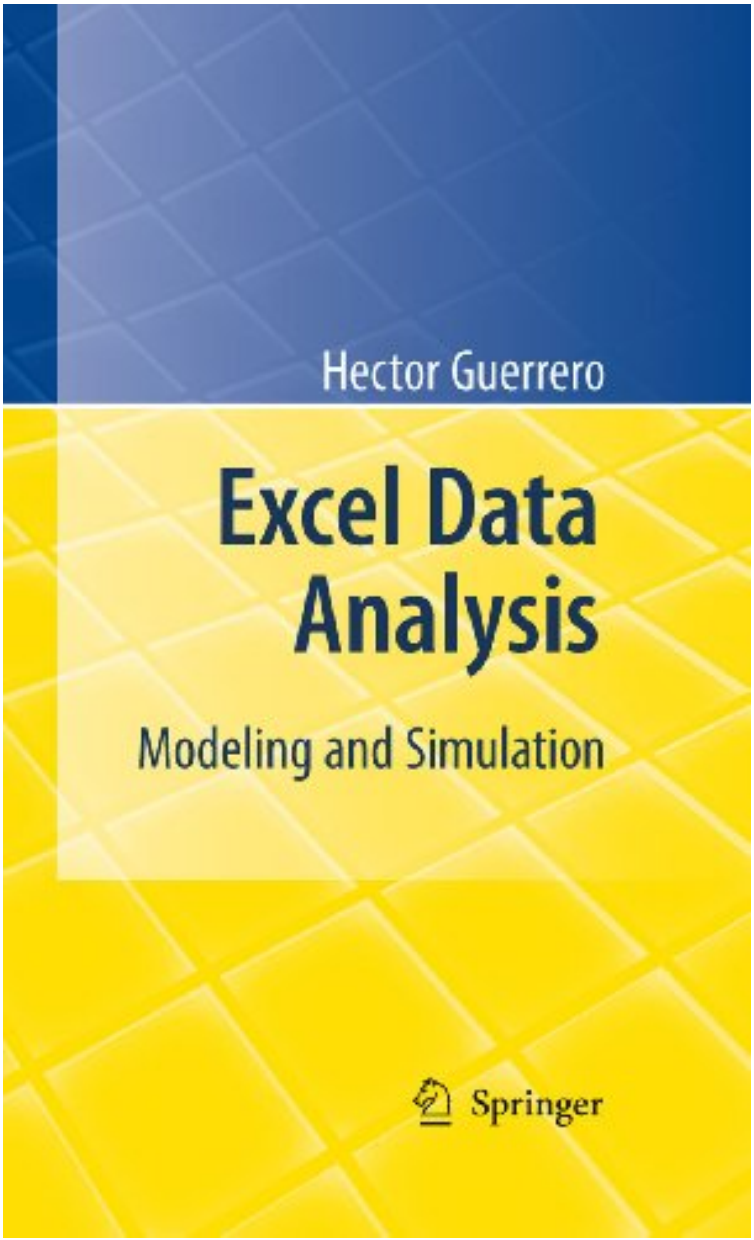

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Hector Guerrero : Excel Data Analysis: Modeling and Simulation before purchasing it in order to gage whether or not it would be worth my time, and all praised Excel Data Analysis: Modeling and Simulation:

2 of 2 people found the following review helpful. Not quite professionally published. Good material but support for the user not adequate.By SojournalistI 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 WM 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..com/Management-Science-Art-Modeling-Spreadsheets/dp/1118582691/ref=sr_1_1?ie=UTF8qid=1420580664sr=8-1keywords=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.0 of 0 people found the following review helpful. Great excel analysis bookBy KenExcellent source of excel data analysis1 of 1 people found the following review helpful. ShowBy Danillo MaloufThis book is phenomenal! with the tool presented excel you can create and develop analysis models for endless applications, besides being easy to read. Congratulations to Mr. Guerrero

Why does the World Needmdash;Excel Data Analysis, Modeling, and Simulation? When spreadsheets ?rst 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 canrsquo;t tell you how many phone calls, of?ce 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.

From the book reviews:ldquo;It is real keeper for Data Analysts, who are working all day long with MS Excel hellip; . the efforts of the author to make data analysis understandable and not boring are really remarkable! The existence of so many good examples hellip; makes these 338 pages a really great book. hellip; 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.rdquo; (Vitoshacademy.com, January, 2014)From the Back CoverThis 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 skillsData 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: bull; data presentation the Feng Shui of spreadsheets, effective communication and collaboration bull; data preparation import, scrub, manipulate data bull; data analysis statistical methods: descriptive, inferential, and predictive, Design of Experiments bull; modeling deterministic, probabilistic, What-if, Scenarios bull; simulation quantifying uncertainty, Monte Carlo Simulation bull; optimization constrained, Linear Programming, non-linear models, Goal Seek bull; 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 AuthorDr. 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.