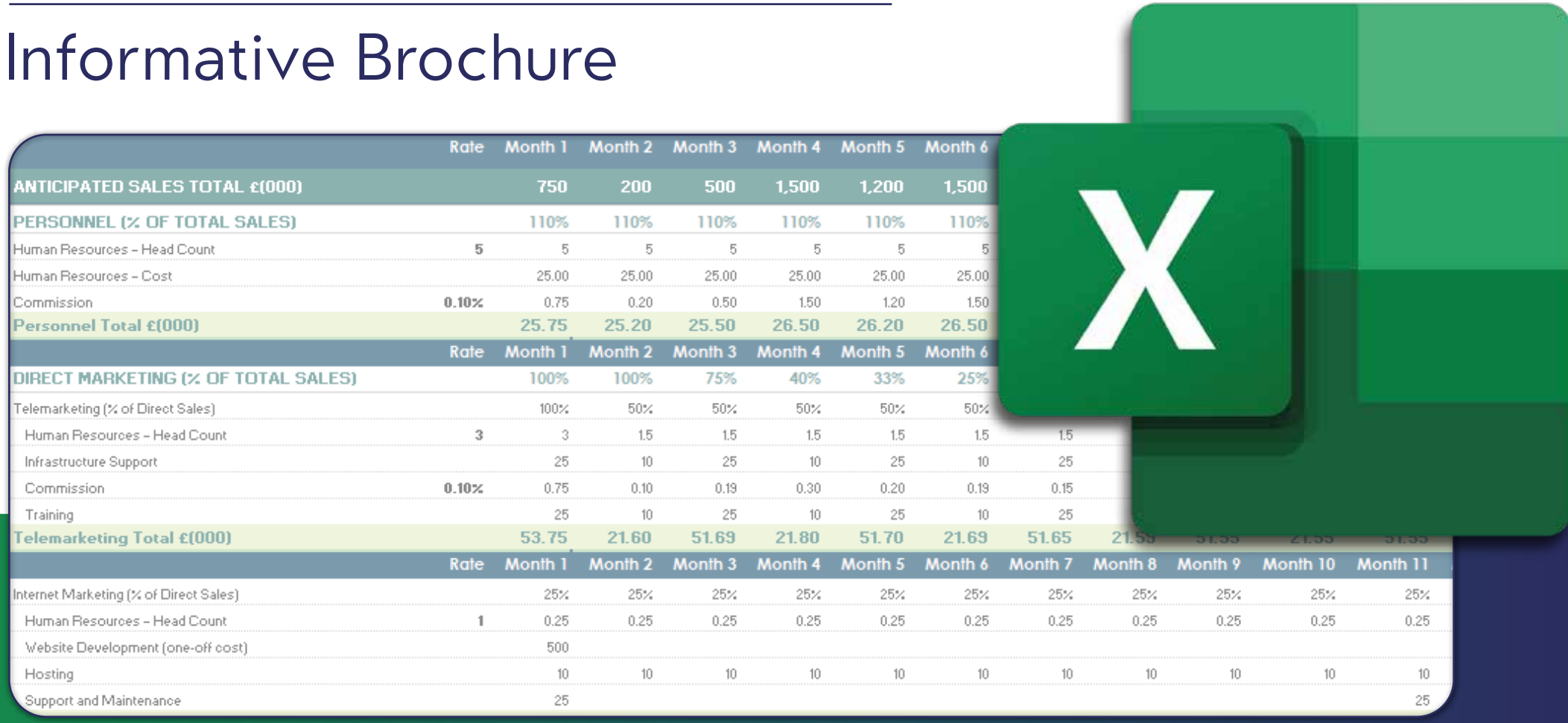
MICROSOFT EXCEL MASTERCLASS

BCA International Training & Consulting

Informative Brochure



	Rate	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
ANTICIPATED SALES TOTAL £(000)		750	200	500	1,500	1,200	1,500
PERSONNEL (% OF TOTAL SALES)		110%	110%	110%	110%	110%	110%
Human Resources – Head Count	5	5	5	5	5	5	5
Human Resources – Cost		25.00	25.00	25.00	25.00	25.00	25.00
Commission	0.10%	0.75	0.20	0.50	1.50	1.20	1.50
Personnel Total £(000)		25.75	25.20	25.50	26.50	26.20	26.50

	Rate	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6					
DIRECT MARKETING (% OF TOTAL SALES)		100%	100%	75%	40%	33%	25%					
Telemarketing (% of Direct Sales)		100%	50%	50%	50%	50%	50%					
Human Resources – Head Count	3	3	1.5	1.5	1.5	1.5	1.5	1.5				
Infrastructure Support		25	10	25	10	25	10	25				
Commission	0.10%	0.75	0.10	0.19	0.30	0.20	0.19	0.15				
Training		25	10	25	10	25	10	25				
Telemarketing Total £(000)		53.75	21.60	51.69	21.80	51.70	21.69	51.65	21.55	51.55	21.55	51.55

	Rate	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
Internet Marketing (% of Direct Sales)		25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Human Resources – Head Count	1	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25
Website Development (one-off cost)		500										
Hosting		10	10	10	10	10	10	10	10	10	10	10
Support and Maintenance		25										25

MASTER **EXCEL**.WORK SMARTER. ANALYZE BETTER.

Build practical Excel skills through hands-on applications covering advanced formulas, data cleaning, analysis, automation tools, and interactive reporting.

COURSE CONTENT

1. Core Excel Foundations

- Overview of Excel's advanced functionalities
- Apply proper formula structure using relative and absolute references
- Use essential functions such as SUM, AVERAGE, COUNT, MIN, and MAX
- Organize workbooks using named ranges and structured navigation techniques

2. Data Validation

- Create drop-down lists to standardize and control data entry
- Apply advanced Data Validation rules to reduce input errors

3. Data Cleaning & Preparation

- Clean and restructure datasets using Text to Columns
- Apply text functions such as LEFT, RIGHT, MID, LEN, CONCAT, TRIM, FIND, and SUBSTITUTE
- Clean datasets using Power Query Editor

4. Logical & Conditional Analysis

- Build logical models using IF, AND, OR, and NOT
- Perform single-criteria analysis using SUMIF, AVERAGEIF, and COUNTIF
- Perform multi-criteria analysis using SUMIFS, AVERAGEIFS, and COUNTIFS
- Apply error-handling techniques using IFERROR for cleaner reports

COURSE CONTENT

5. Lookup & Data Integration

- Retrieve and match data using VLOOKUP
- Apply advanced matching techniques using INDEX and MATCH
- Use XLOOKUP for flexible and powerful data retrieval

6. Date & Time Analysis

- Work with date functions such as DATE, YEAR, MONTH, DAY, and TODAY
- Calculate working days using NETWORKDAYS.INTL and WORKDAY

7. Advanced Excel 365 Functions

- Use dynamic functions such as FILTER, UNIQUE, CONCAT, and TEXTJOIN

8. Working with Excel Tables

- Convert datasets into structured Excel Tables
- Use structured references for scalable and dynamic formulas

9. Data Visualization & Reporting

- Design PivotTables for analyzing large datasets
- Create Pivot Charts and interactive dashboards using Slicers
- Transform data into clear and professional reports

PROGRAM DETAILS

- **Duration:** 5 Sessions
- **Time:** 7:00 PM – 9:30 PM
- **Delivery:** Live Online Classes via Zoom
- **Certificate:** Certificate of Attendance upon completion
- **Masterclass Fee:** USD 120

WHO SHOULD ATTEND?

- Professionals who want to improve efficiency and productivity using Excel
- University students looking to build strong, practical data skills
- Business owners who need better control over their data and reporting
- Anyone aiming to organize, analyze, and present data more effectively
- Individuals who want to create smarter, more professional reports in Excel

PRACTICAL. INTERACTIVE. CAREER-FOCUSED

Enroll Now And Reserve Your Seat!

BCA International
Training & Consulting

+961 1 499 990
+961 3 173 337

info@bcaintl.com

www.bcaintl.com