

THE DECISION-MAKER'S TOOLKIT: ANALYTICS AND VISUALIZATION IN EXCEL

WORKSHOP



WORKSHOP INFO



TRAINING:	15 HOURS LIVE VIRTUAL HANDS-ON TRAINING
DATES & TIME:	FRI. & SAT. 17 & 18 OCT. 10 AM – 3 PM ET (USA) SAT. 25 OCT. 10 AM – 3 PM ET (USA)
CERTIFICATION:	CERTIFICATE OF ATTENDANCE + 15 CPE
DISCOUNTS:	FOR SPECIAL DISCOUNTS – EMAIL: SUPPORT@BCERTIFIEDPRO.COM
BUNDLED FEES:	CHECK THE WEBSITE
REGISTER:	HTTPS://BCERTIFIEDPRO.COM/ENROLL/

WHO IS THIS FOR?

If your role involves data—at any level—this workshop is for you. From executives needing a clear view of business performance to analysts and staff members responsible for reporting, you'll gain the skills to work smarter, faster, and more effectively.

- *Get time back:* Automate tasks & cut down analysis time by up to 95%.
- *Make the right call:* Transform raw numbers into actionable intelligence for better business decisions.
- *Communicate with confidence:* Create compelling data stories that are easy to understand and impossible to ignore.
- *Spot what others miss:* Detect anomalies, trends, and opportunities hidden within your data.

EXCEL YOUR SKILLS - OBJECTIVES



Ready to stop guessing and start knowing? This isn't your average Excel course. This is a masterclass in using the world's most popular spreadsheet tool to drive strategic decisions. We'll take you from managing data to mastering it, helping you uncover critical insights and build powerful visuals that will give you and your team a serious competitive advantage. This is a fully hands-on, technical workshop. We'll provide all the necessary Excel templates so you can work live with the trainer to build models from the ground up.

PROFESSIONAL COACH

GABY LAHOUD, CFA, CMA, CSCA, PMP, MBA, ARGUS

25+ YEARS OF EXPERIENCE IN BUSINESS. 15+ YEARS OF EXPERIENCE IN TRAINING & COACHING. FOUNDER OF B CERTIFIED PRO LLC & SERENITY ADVISORS LLC. SERVED ON MULTIPLE GLOBAL BOARDS. EXPERT IN FINANCIAL MODELING AND STRATEGIC DECISIONS. PROFESSIONAL INSTRUCTOR OF THE CMA, CFA, AND PMP CERTIFICATIONS.



DELIVERABLES

15 HOURS OF LIVE TRAINING WITH A FIELD EXPERT
PRACTICING WITH A REAL CASE STUDY.
CERTIFICATE OF COMPLETION – 15 CPES
MARKET STUDY MODELING
PRESENTATION SKILLS | ANALYTICAL SKILLS
DATA MANIPULATION | USE OF AI
LATEST EXCEL HACKS | FORMULA BUILDING
GEOGRAPHY & MAPS | CHARTS & DESIGN SKILLS
DASHBOARDING & VISUALIZATION
AND MUCH MORE ...

WORKSHOP SESSIONS COVERED

SESSION 1 (FRI. OCT. 17, 2025): THE ART OF DATA PREPARATION

Before you can tell a story, you need to set the scene. This session focuses on turning messy, raw data into a clean, organized, and ready-to-analyze format. You'll learn to handle large datasets with ease, saving you countless hours of manual work. We'll show you how to quickly correct common data problems so you can get to the insights that matter most.

- **Clean and structure your data:** Remove unwanted anomalies, correct text casing, and organize your data for analysis.
- **Efficiently find and replace data:** Quickly locate and update information across large datasets.
- **Join and split text:** Combine data from multiple cells or break down a single cell into multiple columns.
- **Format data for clarity:** Customize cell formatting to improve readability and highlight important information.

SESSION 2 (SAT. OCT. 18, 2025): UNLOCKING YOUR DATA'S POTENTIAL

With your data clean and ready, it's time to put it to work. This session is all about powerful data analysis. Learn to automate complex tasks, discover hidden connections, and analyze massive datasets in just a few clicks. You'll explore techniques that help you find meaningful patterns and make sense of even the most complicated information.

- **Summarize and analyze data with ease:** Use latest functions and options to quickly aggregate data and find key trends.
- **Create dynamic data views:** Use dynamic arrays functions to sort, filter, and extract unique data points automatically.
- **Perform powerful lookups and joins:** Find specific information and combine data from different tables with modern functions.
- **Automate calculations:** Use conditional formatting to highlight important data and create dynamic rules.

SESSION 3 (SAT. OCT. 25, 2025): VISUALIZING YOUR INSIGHTS

Data has no value unless it's communicated effectively. In this final session, you'll learn to build compelling, interactive dashboards that bring your data to life. Transform dry numbers into powerful visualizations, from dynamic charts to interactive maps. You'll master the skills needed to present your findings clearly and persuasively, empowering you to influence decisions and impress your colleagues.

- **Build interactive reports:** Use slicers to allow users to filter data and customize their view.
- **Create dynamic charts:** Design powerful charts from your data to tell a clear and compelling story.
- **Map geographical data:** Visualize sales & other data on a global or regional map.
- **Build a comprehensive dashboard:** Combine various charts and tables into a single, interactive dashboard for a holistic view of your data.

