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Conrad George Carlberg



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Bayesian Analysis with Excel and R Conrad Carlberg,2022-12-15 Leverage the full power of Bayesian analysis for competitive advantage Bayesian methods can solve problems you can t reliably handle any other way Building on your existing Excel analytics skills and experience Microsoft Excel MVP Conrad Carlberg helps you make the most of Excel s Bayesian capabilities and move toward R to do even more Step by step with real world examples Carlberg shows you how to use Bayesian analytics to solve a wide array of real problems Carlberg clarifies terminology that often bewilders analysts and offers sample R code to take advantage of the rethinking package in R and its gateway to Stan As you incorporate these Bayesian approaches into your analytical toolbox you ll build a powerful competitive advantage for your organization and yourself Explore key ideas and strategies that underlie Bayesian analysis Distinguish prior likelihood and posterior distributions and compare algorithms for driving sampling inputs Use grid approximation to solve simple univariate problems and understand its limits as parameters increase Perform complex simulations and regressions with quadratic approximation and Richard McElreath s quap function Manage text values as if they were numeric Learn today s gold standard Bayesian sampling technique Markov Chain Monte Carlo MCMC Use MCMC to optimize execution speed in high complexity problems Discover when frequentist methods fail and Bayesian methods are essential and when to use both in tandem

Managing Data with Microsoft Excel Conrad George Carlberg,2004 This title provides key data management information focusing on efficient and effective data management

Excel for Accountants Conrad Carlberg,2007 Presents a guide that aims to assist accountants in creating the reports explanations and planning documents needed by clients Provides downloadable example files which are compatible with all versions of Excel from Office 97 through Office 2003 and can also be opened with Excel 12 in Office 2007

Predictive Analytics Conrad Carlberg,2017-07-13 EXCEL 2016 PREDICTIVE ANALYTICS FOR SERIOUS DATA CRUNCHERS Now you can apply cutting edge predictive analytics techniques to help your business win and you don t need multimillion dollar

software to do it All the tools you need are available in Microsoft Excel 2016 and all the knowledge and skills are right here in this book Microsoft Excel MVP Conrad Carlberg shows you how to use Excel predictive analytics to solve real problems in areas ranging from sales and marketing to operations Carlberg offers unprecedented insight into building powerful credible and reliable forecasts helping you gain deep insights from Excel that would be difficult to uncover with costly tools such as SAS or SPSS Fully updated for Excel 2016 this guide contains valuable new coverage of accounting for seasonality and managing complex consumer choice scenarios Throughout Carlberg provides downloadable Excel 2016 workbooks you can easily adapt to your own needs plus VBA code much of it open source to streamline especially complex techniques Step by step you ll build on Excel skills you already have learning advanced techniques that can help you increase revenue reduce costs and improve productivity By mastering predictive analytics you ll gain a powerful competitive advantage for your company and yourself Learn the how and why of using data to make better decisions and choose the right technique for each problem Capture live real time data from diverse sources including third party websites Use logistic regression to predict behaviors such as will buy versus won t buy Distinguish random data bounces from real fundamental changes Forecast time series with smoothing and regression Account for trends and seasonality via Holt Winters smoothing Prevent trends from running out of control over long time horizons Construct more accurate predictions by using Solver Manage large numbers of variables and unwieldy datasets with principal components analysis and Varimax factor rotation Apply ARIMA Box Jenkins techniques to build better forecasts and clarify their meaning Handle complex consumer choice problems with advanced logistic regression Benchmark Excel results against R results

Decision Analytics Conrad George Carlberg, 2013

Explains how to distil big data into manageable sets and use them to optimise business and investment decisions Reveals techniques to improve a wide range of decisions and use simple Excel charts to grasp the results Includes downloadable Excel workbooks to adapt to your own requirements

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