

# ExcelShir

*You'll see.*

SAVE 2 HOURS PER WEEK:

## EXCEL INTRO WORKSHOP



Taught by Shir Aviv



# Who am I?



# Who I've Worked With

**Publicis**  
**LifeBrands**  
Medicus

SAATCHI  
&  
SAATCHI

diadeis   
creating brand efficiency

**HUGE**

**Bloomberg**

J.P.Morgan

DonorsChoose.org

**About.com**

**NYIT**  
NEW YORK INSTITUTE OF TECHNOLOGY

RENT THE RUNWAY

L'OCCITANE  
EN PROVENCE

 **Prudential**

**vimeo**

**Etsy**

**AMERICAN  
EXPRESS**

**REBAG**

 **ExcelShir**  
You'll see.

# Finish this sentence...

If I had an extra 2 hours per week,  
I would \_\_\_\_\_



# Aba Shir



# Class Overview

1. Learning Objectives & Class Format
2. Initial Brainstorm: Primary Benefit of Excel
3. Diet Log Exercise: I Demo, You Do, We Review
4. Discussion: Shrek and Excel
5. Excel Challenge
6. Discussion: “Set it and forget it”
7. Class Evaluation
8. Q & A

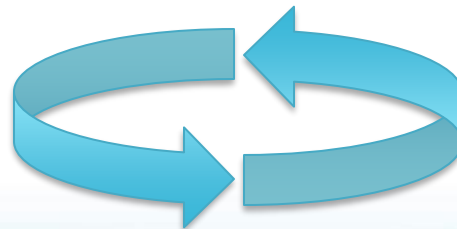
# Learning Objectives

# #1



# Class Format

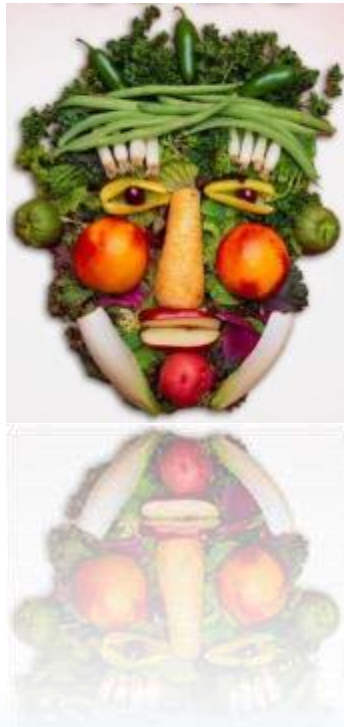
- Diet Log Exercise
- Excel Challenge
- Open Discussion





# Initial Brainstorm

- What is the primary benefit of Excel?
  - benefit



You **Are** What You **Eat**

# DIET LOG

**What do Excel  
and Shrek have  
in common?**

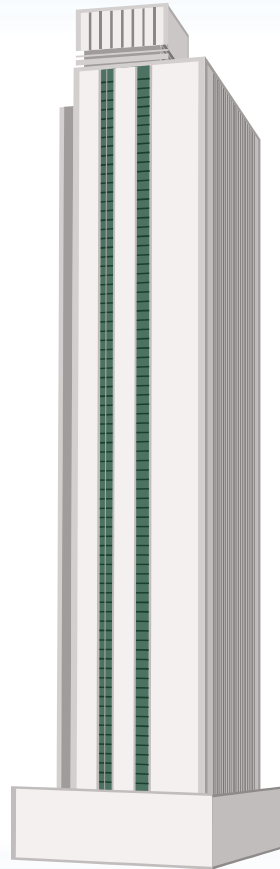




**Layers!**



# Skyscraper Analogy



4. Elevators

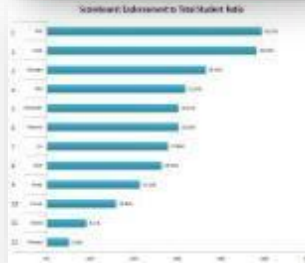
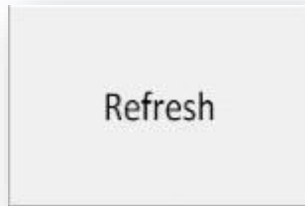
3. Exterior & Interior Look

2. Floors

1. Foundation



# Layers of Excel

A screenshot of an Excel PivotTable showing a summary of sales data. The table has columns for 'Salesperson', 'Product Line', and 'Sales'. The data is organized into rows and columns, with some cells highlighted in orange.A screenshot of an Excel Data Table showing a range of data. The table has columns for 'Salesperson', 'Product Line', and 'Sales'. The data is organized into rows and columns, with some cells highlighted in blue and yellow.

4. **A**utomation (Macros / VBA)

3. **P**resentation (Charts & Pivot Charts)

2. **A**nalysis (Pivot Tables)

1. **D**ata (Range or Data Table)

Memory Trick:  
"Excel, you're  
so **DAPA**"

So you think you  
can spreadsheet?



## EXCEL CHALLENGE

**“Set it and forget it!”**



# “Set it and Forget it” Discussion

- One and done
- Repetitive + Manual = Wrong!
- Make everything **scalable**
  - Solve current and future problems upfront
  - Lay the foundation now, save yourself pain later
  - Imagine solving this problem 1,000 times
- Exceptions:
  - Task is unique
  - Task is time sensitive
  - Rule of thumb: less than 10 minutes

# Primary Benefit of Excel

## Before

— benefit

## After

— benefit

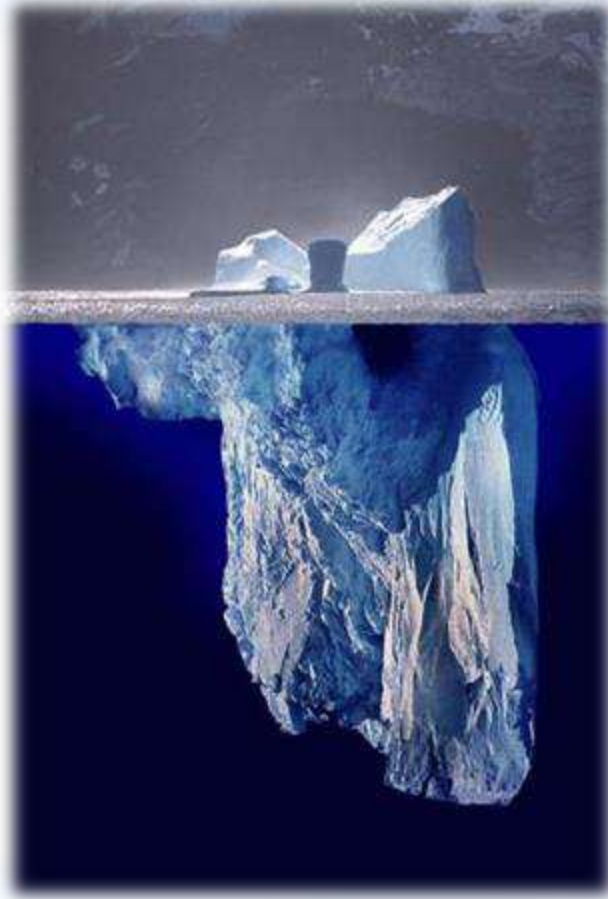


# Recap

1. Primary Benefit of Excel
  - Help us make better, more informed decisions
2. Excel consists of Layers (DAPA)
  - Data
  - Analysis
  - Presentation
  - Automation (Optional)
3. “Set it and forget it!”
  - One and done
  - Repetitive + Manual = Wrong!
  - Make everything **scalable**
  - Exceptions for unique or time sensitive tasks

# Class Evaluation





# 3 Fundamental Excel “Subskills”



1. Navigation



2. Formatting

*fx*

3. Formulas

# Questions?





# Thank You!

