

**ExcelShir**  
*You'll see.*

SAVE 2 HOURS PER WEEK:  
**L'OCCITANE 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

AVON  
the company for women

 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

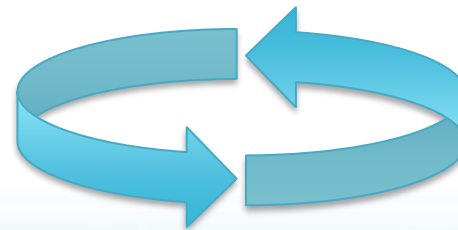
- Diet Log Exercise



- Excel Challenge



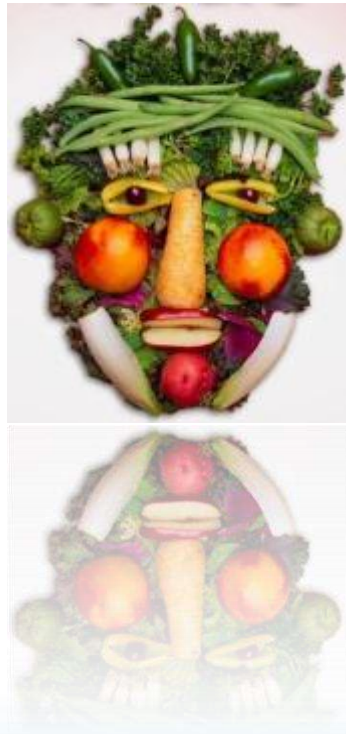
- Open Discussion





# Initial Brainstorm

- What is the primary benefit of Excel?
  - Automate
  - Managing data
  - Capture data
  - Save time
  - Data aggregation and segmentation
  - Work efficiently
  - Simplistic reporting
  - Analyze trends
  - Data organization
  - Work faster



You **Are** What You **Eat**  
**DIET LOG**  
DIET LOG

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

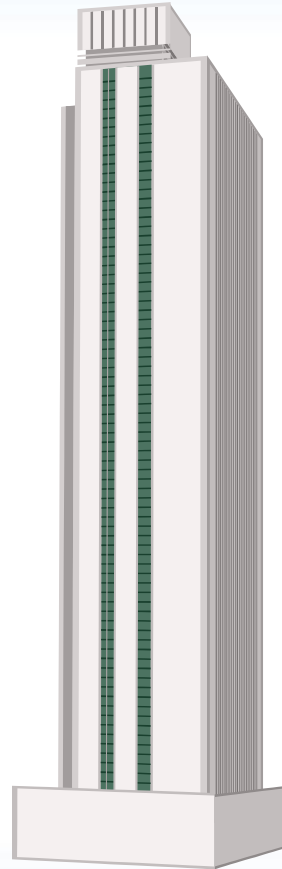




**Layers!**



# Skyscraper Analogy



4. Elevators

3. Exterior & Interior Look

2. Floors

1. Foundation



# Layers of Excel



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!”**



**ExcelShir**  
You'll see.

# “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

- Automate
- Managing data
- Capture data
- Save time
- Data aggregation and segmentation
- Work efficiently
- Simplistic reporting
- Analyze trends
- Data organization
- Work faster

## After

- Time saving
- Efficiency
- Work faster
- Accuracy

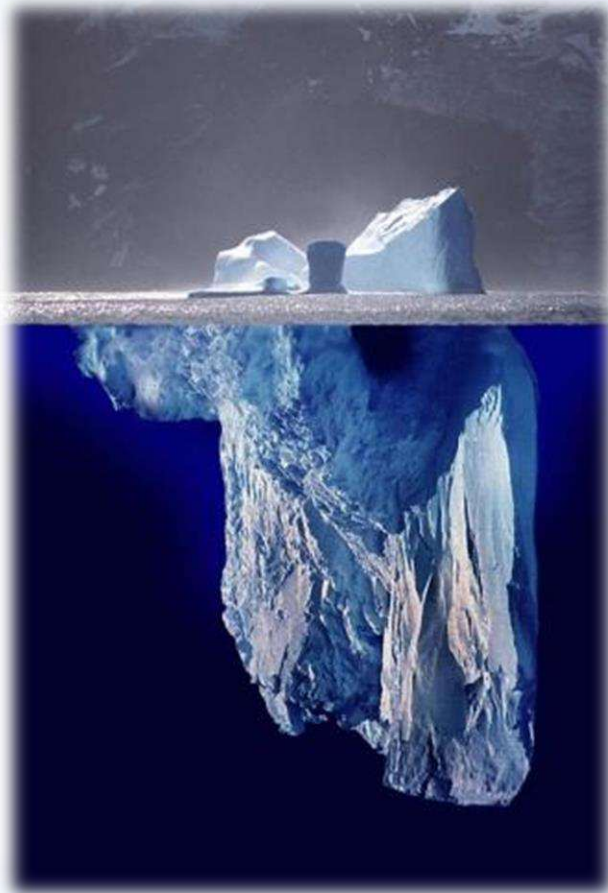


# Recap

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





 **ExcelShir**  
You'll see.

# 3 Fundamental Excel “Subskills”



1. Navigation



2. Formatting

*fx*

3. Formulas

# Questions?





# Thank You!

