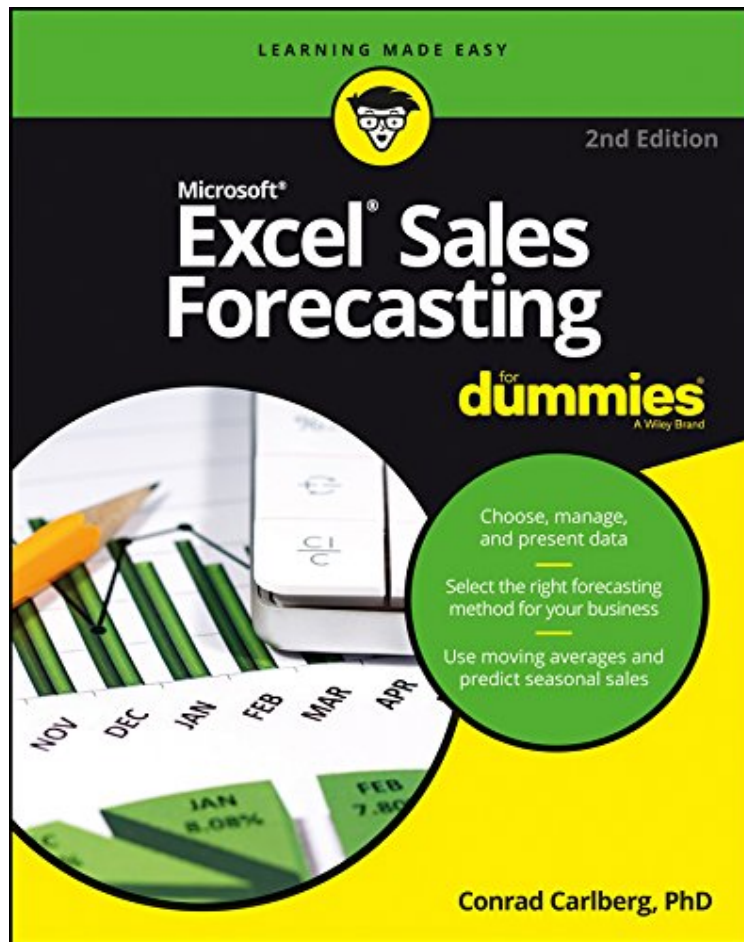


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Conrad Carlberg

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Excel at predicting sales and forecasting trends using Microsoft Excel! If you're a sales or marketing professional, you know that forecasting sales is one of the biggest challenges you face on the job. Unlike other books on the subject, Excel Sales Forecasting For Dummies, 2nd Edition leaves arcane business school terms and complex algebraic equations at the door, focusing instead on what you can do right now to utilize the world's most popular spreadsheet program to produce forecasts you can rely on. Loaded with confidence boosters for anyone who succumbs to sweaty palms when sales predictions are mentioned, this trusted guide show you how to use the many tools Excel provides to arrange your past data, set up lists and pivot tables, use moving averages, and so much more. Before you know it, you'll become a forecaster par excellencemdash;even if numbers aren't your jam. Choose the right forecasting method Find relationships in your data Predict seasonal sales Filter lists or turn them into charts Consider this guide your

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From the Back Cover Choose, manage, and present data Select the right forecasting method for your business Use moving averages and predict seasonal sales Create sales forecasts you can trust You don't need magic, luck, or an advanced math degree to develop reliable sales forecasts; you just need Excel and this book! This guide explains how forecasting works and how to use the tools built into Excel. You'll learn how to choose your data, set up tables, chart your baseline, to create both basic and advanced forecasts you can really use. Inside... Prevent common issues Why baselines matter How to organize your data Tips on setting up tables Working with pivot charts How to forecast seasonal sales revenue Forecasting with regression About the Author Conrad Carlberg is a nationally recognized expert in quantitative analysis, data analysis, and management applications such as Microsoft Excel, SAS, and Oracle. He has been a sales engineer and also worked in product marketing. Conrad has written numerous books on Excel and other Microsoft Office applications. He holds a PhD in statistics.