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## Empowering academic users with tailor made solutions

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# Agenda

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- Why this conference? What are the problems to solve?
- Teachers, students, software: What are the pains?
- A brief history of XLSTAT
- Teaching with XLSTAT
- Preview of new features
- What's next

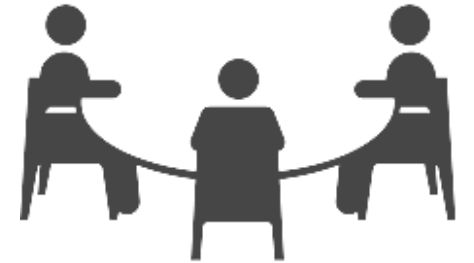
## Why this conference?

- I started developing XLSTAT because
  - I was frustrated by the way statistics were taught to me
  - I was frustrated by the software that was made available to me
- What we see, is that many of the students coming out of business schools have insufficient analytical skills
- Who's responsible: Curricula designers, Teachers, Software makers, Students
- This conference was conceived to gather professionals who are interested in thinking about it or who already have been thinking about it for a long time



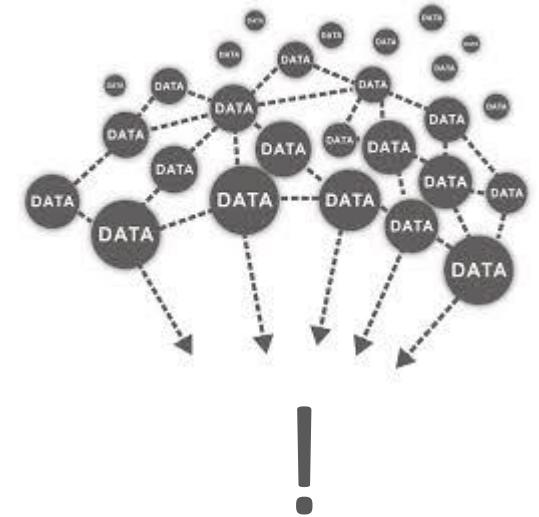
## Problems to solve?

- Make students be involved in their analytical courses
- Make teachers enjoy building courses and organizing classes so that teaching analytics becomes a great experience
- Make software companies concerned and helpful



# What should a student know when leaving a BS?

- Feel how data can help make decisions in
  - Marketing (customer analytics, surveys, social networks)
  - Sales (sales analytics)
  - Finance (portfolio optimization, budget planning)
  - Operations management (supply chain ,logistics)
  - Human resources (resource planning)
- Go out of the business school with a toolbox that can be applied in different situations
- Programming skills are not a point



# What should a teacher do when working on a course?

- Define the set of methods he wants to cover depending on how helpful they are in the real life, and depending on the level of the students
- Select the datasets to illustrate how quantitative approaches help
- If possible, cooperate with companies to obtain real life data
- Coach and coordinate students when they work on data. Make them spend a lot of time cleansing, grouping, restructuring data and then working on the analytics. Using tools they will be able to reuse later.

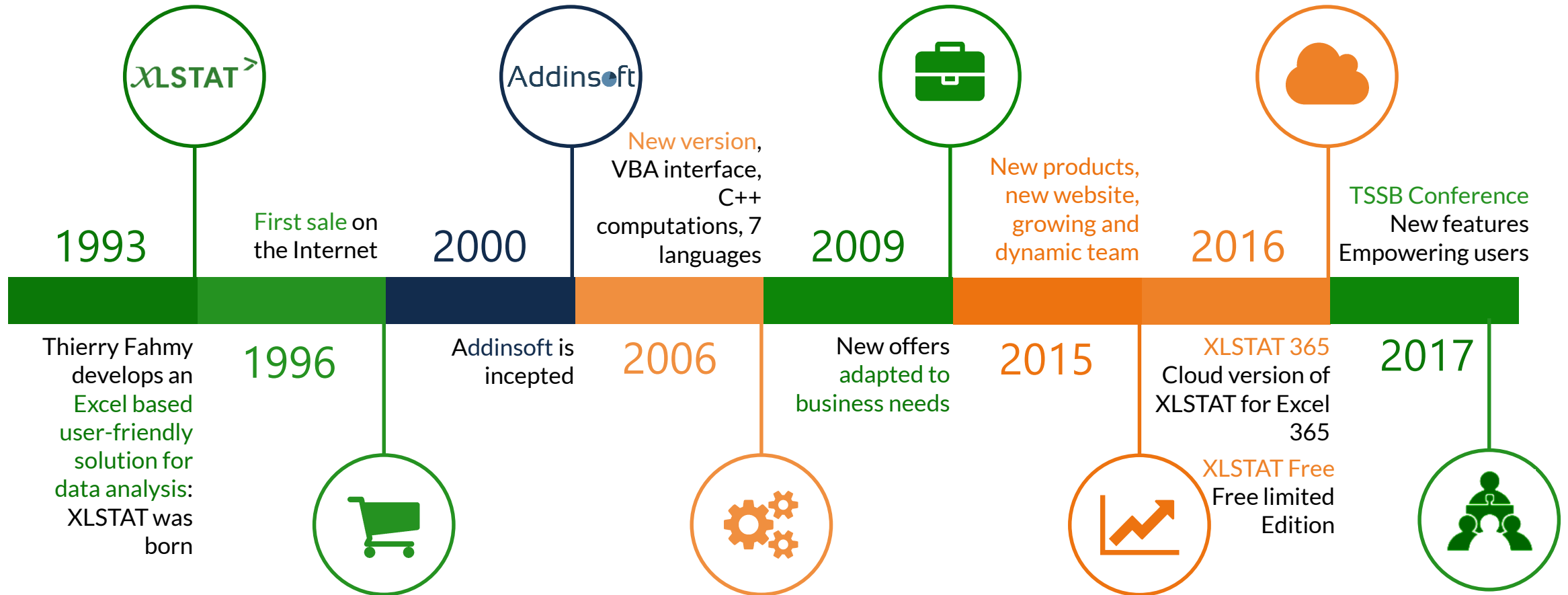


# How should software help?

- Make the access to data easy
  - Accessing data should be easy for students
  - Generating data sets should be easy for teachers (1 per student through resampling)
- Allow students to play with data (restructure, move, reformat, concatenate, highlight ...)
- Make the access to methods easy
- Make the results easy to reformat and publish



# A brief summary of our long history





# Teaching with XLSTAT

- XLSTAT was built as a workaround to complex user interfaces of mainstream software
- XLSTAT first two users were a French researcher in Avignon and a college teacher in Massachusetts
- Since then XLSTAT has been adopted by many professors, researchers, students and companies all around the world



# What is XLSTAT bringing to teachers and students?



- XLSTAT is fully integrated with Excel
- Students do not need to learn a new interface
- XLSTAT runs on Windows and Mac computers
- XLSTAT has now a free limited version and a cloud version
- XLSTAT is used in many teaching bestsellers (Pearson and Cengage books)



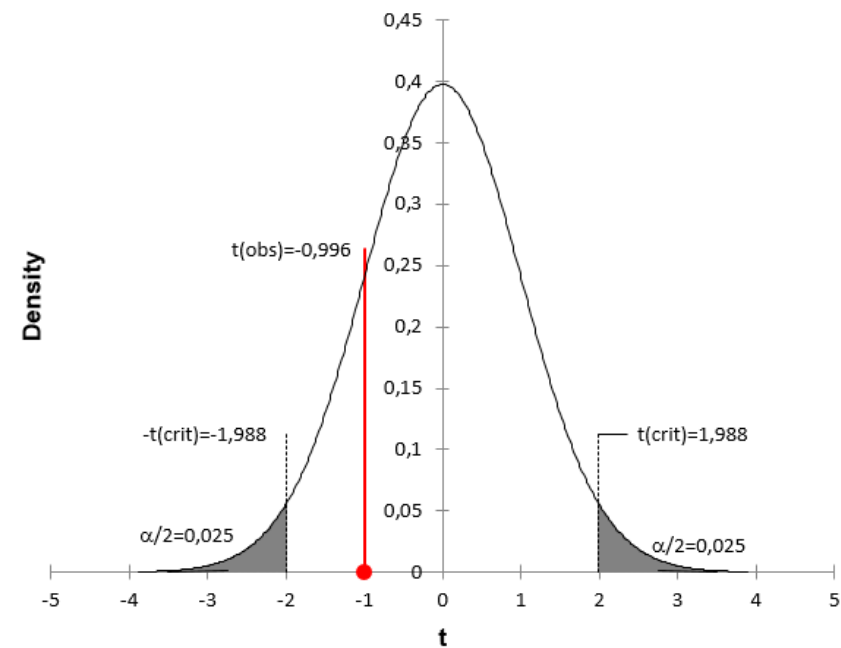
# Inspired by users

## Especially by academics



## Example

t-test for two independent samples / Two-tailed test  
(Grade)



# Teaching with XLSTAT

- Is that satisfactory?



# We need to create new features

- Three examples
  - The “Replay” button
  - The “Recent” button
  - The XLSTAT designer



We need to create new possibilities...

- **With you**



# Thank you for your attention!

**XLSTAT**<sup>></sup>

