



Driving Business Growth with Power BI



Program Introduction

Welcome to our Power BI program, tailored for commercial professionals! In today's data-driven landscape, harnessing the power of information is key to staying competitive. This program is designed to equip you with the skills needed to leverage Power BI effectively in your commercial and operational tasks.



Throughout this program, you'll discover the transformative capabilities of Power BI in data exploration, analysis, and forecasting. By unlocking the insights hidden within your data, you'll gain a deeper understanding of your business's performance and market trends.



From sales projections to inventory management, Power BI empowers you to make informed decisions swiftly. Say goodbye to manual processes and hello to streamlined workflows, as Power BI simplifies your day-to-day tasks, allowing you to focus on what truly matters – driving business success.



Join us on this journey to harness the full potential of Power BI and revolutionize the way you approach commercial operations. Let's transform data into actionable intelligence and pave the way for smarter decision-making.



Learning Objectives



Understand the fundamental concepts of Power BI and its relevance in the commercial field.



Learn how to import, transform, and visualize data effectively using Power BI.



Explore advanced data exploration techniques to uncover insights and trends within commercial datasets (Gap Analysis, Market and Sales Analysis)



Master the art of creating interactive reports and dashboards tailored to specific commercial and operational needs.



Discover best practices for data analysis and visualization, ensuring clarity and accuracy in reporting.



Learn how to create Power BI Models to streamline day-to-day tasks and improve efficiency.



Understand the importance of data-driven decision-making and how Power BI facilitates this process in commercial contexts.



Develop the skills and confidence to leverage Power BI effectively in commercial and operational roles, driving business success through informed decision-making.

Outcome



POSSESS A THOROUGH UNDERSTANDING OF POWER BI AND ITS APPLICATION IN THE COMMERCIAL FIELD, INCLUDING ITS DATA EXPLORATION, ANALYSIS, AND FORECASTING CAPABILITIES.



DEMONSTRATE PROFICIENCY IN IMPORTING, TRANSFORMING, AND VISUALIZING COMMERCIAL DATA USING POWER BI.



UTILIZE ADVANCED TECHNIQUES TO UNCOVER VALUABLE INSIGHTS AND TRENDS WITHIN COMMERCIAL DATASETS, ENABLING INFORMED DECISION-MAKING.



CREATE INTERACTIVE REPORTS AND DASHBOARDS TAILORED TO SPECIFIC COMMERCIAL AND OPERATIONAL NEEDS, ENHANCING DATA-DRIVEN DECISION-MAKING PROCESSES.



APPLY BEST DATA ANALYSIS AND VISUALIZATION PRACTICES TO ENSURE CLEAR, ACCURATE, AND ACTIONABLE REPORTING.



CREATING POWER BI MODELS TO STREAMLINE DAY-TO-DAY TASKS AND IMPROVE OPERATIONAL EFFICIENCY.



POSSESS THE SKILLS AND CONFIDENCE TO LEVERAGE POWER BI EFFECTIVELY IN COMMERCIAL AND OPERATIONAL ROLES, CONTRIBUTING TO ORGANIZATIONAL GROWTH AND PERFORMANCE.

Agenda



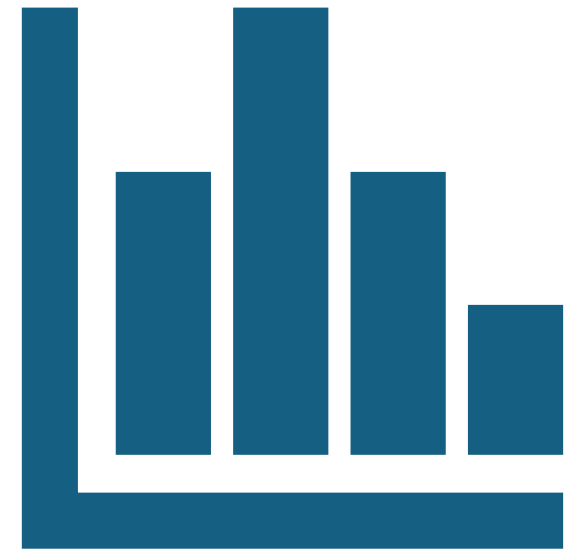
Part 1

Introduction to Power BI

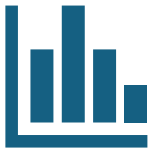
- What is Power BI
- Power BI Advantages
- Power BI Interface

Power BI Charts

- Different chart types in Power BI
- When to use which chart



Part 2



Data Modelling

Linking Datasets

Data cleaning and shaping



Calculations in Power BI

Basic Measures

Calculated Columns Formulas

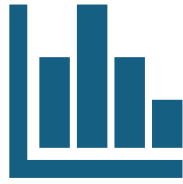


Part 3



Filters/Report Interactivity

Adding filters to charts/page/Report
Charts interactivity



Dashboard Design

Report design and storytelling
Adding buttons and bookmarks



Part 4



Sales Analysis in Power BI

Sales Analysis Parameters
Parameters Calculations in Power BI

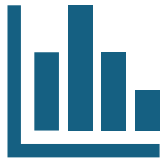


Sales & Stock Management Workshop

Sales Analysis Dashboard



Part 5



Market Analysis in Power BI

Market Analysis Parameters
Parameters Calculations in Power BI



Sales & Stock Management Workshop

Market Analysis Dashboard



Graduation Project



Customized Individual Workshop

- The candidate is mentored to start building a customized Dashboard for his/her job.