



# POWER BI: MASTERCLASS

Facilitated by Ghulam Mustafa

June 10 & 11, 2024, Lahore | June 13 & 14, 2024, Karachi

## Dashboard Design Pro: Power BI Visualization Mastery

### DAY 1:

#### Overview:

Day 1 of the training will facilitate the acquisition of crucial skills in data analysis and visualization using Power BI. Participants will gain proficiency in data connectivity, building dashboards with advanced visualizations, automating reporting, and extracting data insights using DAX fundamentals. Additionally, the training will focus on fostering collaboration within the Power BI service, ensuring a single source of truth, and enabling effective decision-making through valuable data assets.

### Learning Outcomes

#### Mastering Data Connectivity:

Participants will become adept at connecting Power BI with diverse data sources, such as flat files, Excel, SQL Server, and online platforms, ensuring comprehensive data access for analysis.

#### Advanced Dashboard Creation with Data Visualizations:

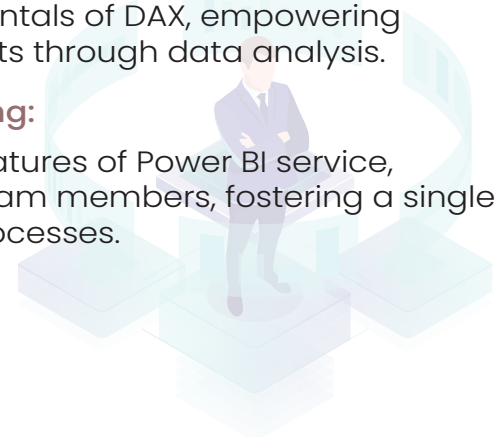
Participants will learn advanced techniques for crafting visually appealing and interactive dashboards using Power BI visuals, enabling effective data presentation and exploration.

#### Automating Reporting and Extracting Data Insights:

Participants will acquire the proficiency to automate reporting processes within Power BI, thereby streamlining data analysis workflows and extracting actionable insights crucial for informed decision-making. Additionally, the training will cover the fundamentals of DAX, empowering participants to build custom calculations and focus on key insights through data analysis.

#### Collaboration within Power BI Service for Effective Decision Making:

Participants will understand how to leverage the collaboration features of Power BI service, enabling seamless sharing of reports and dashboards among team members, fostering a single source of truth, and facilitating collaborative decision-making processes.



## Who Should Attend:

<ul style="list-style-type: none"><li>✔ <b>Financial Analysts and Professionals:</b> Interested in leveraging Power BI for financial modeling, analysis, and reporting.</li></ul>	<ul style="list-style-type: none"><li>✔ <b>Human Resources (HR) Personnel:</b> Seeking to utilize Power BI for HR analytics, workforce planning, and performance tracking.</li></ul>
<ul style="list-style-type: none"><li>✔ <b>Marketing Professionals:</b> Looking to utilize Power BI for sales lead analysis, marketing campaign performance tracking, and customer segmentation.</li></ul>	<ul style="list-style-type: none"><li>✔ <b>Operations Managers:</b> Interested in using Power BI for optimizing business processes, identifying operational inefficiencies, and improving productivity.</li></ul>
<ul style="list-style-type: none"><li>✔ <b>Business Analysts:</b> Seeking to enhance their analytical capabilities and understanding of Power BI for comprehensive business analysis.</li></ul>	<ul style="list-style-type: none"><li>✔ <b>Data Analysts:</b> Looking to expand their skills in data visualization, reporting automation, and collaboration using Power BI.</li></ul>
<ul style="list-style-type: none"><li>✔ <b>Supply Chain Professionals:</b> Interested in using Power BI for supply chain analytics, demand forecasting, and inventory management.</li></ul>	<ul style="list-style-type: none"><li>✔ <b>C-Level Executives:</b> Seeking to gain insights into organizational performance, monitor key metrics, and make data-driven decisions using Power BI dashboards and reports.</li></ul>
<ul style="list-style-type: none"><li>✔ <b>Professionals from Various Industries:</b> Whether from healthcare, retail, manufacturing, or any other sector, individuals keen on harnessing the power of Power BI for data analysis and decision-making will find value in this training.</li></ul>	<ul style="list-style-type: none"><li>✔ <b>Career Transitioners:</b> Individuals seeking to pivot their career paths into the field of data analysis can benefit from this training, gaining valuable skills and knowledge to pursue roles in data-driven decision-making across diverse industries.</li></ul>

## Course Outline:

### 1. Power BI Interface and Architecture:

- Introduction to Power BI Desktop and its components.
- Understanding the Power BI architecture: data model, queries, visualizations, and reports.
- Exploring the Power BI interface: navigation, ribbon, and workspace.

### 2. Data Connectivity with Power BI:

- Connecting Power BI with various data sources: flat files, databases (e.g., SQL Server), online services, and APIs.
- Using Power Query for essential data transformation and preparation.

### 3. Data Visualization and Dashboard Creation using Power BI:

- Creating interactive visualizations: charts, graphs, maps, and custom visuals.
- Designing dynamic dashboards to present insights effectively.
- Utilizing features like slicers, filters, tooltips, and drilldowns for interactive data exploration.

### 4. Automatic Reporting for Decision Making using One-Click and Automated Reporting:

- Implementing one-click solutions for automatic reporting and insights generation.
- Leveraging automation techniques, including DAX fundamentals, to streamline from raw data to insightful reporting with a single click.
- Building dynamic reports and templates utilizing DAX calculations for streamlined decision-making processes.

### 5. Power BI Services for Collaborations and Automation:

- Overview of Power BI Service: features, benefits, and collaboration tools.
- Publishing reports to Power BI Service for online sharing and collaboration.
- Utilizing Power BI Service features for data governance and security management.



# Advanced Power BI: Data Transformation Excellence & DAX Proficiency

## Day 2:

### Overview:

Day 2 of the training will delve into advanced techniques in Power BI, focusing on enhancing dashboard interactivity for insightful data exploration, data modeling for efficient data organization and analysis, advanced Power Query transformations for refining raw data into valuable assets, and advanced DAX functions for deeper analysis and insights.

### Learning Outcomes

**Mastering Advanced Filter Techniques:** Participants will become proficient in utilizing advanced filter techniques within Power BI dashboards, such as drill through, cross-filtering, and bookmarks, to enhance interactivity and user experience.

**Understanding Data Modeling Concepts:** Participants will gain a comprehensive understanding of data modeling concepts, including building complex schemas like snowflake and star schemas, to organize and analyze data effectively within Power BI.

**Proficiency in Advanced Power Query Transformations:** Participants will develop advanced skills in Power Query transformations, enabling them to efficiently convert raw data into valuable assets for decision-making purposes, through techniques such as conditional columns, custom functions, and error handling.

**Exploring Advanced DAX Functions:** Participants will explore a range of advanced DAX functions for in-depth analysis and insights, including zooming in on key performance indicators (KPIs), implementing time intelligence functions for trend analysis, comparing KPIs using calculated measures, and applying sophisticated filtering techniques for customized analysis.

### Who Should Attend:

<p>✔ <b>Financial Analysts and Professionals:</b> Professionals in finance seeking to deepen their understanding of advanced DAX functions for financial modeling, analysis, and reporting.</p>	<p>✔ <b>Human Resources (HR) Personnel:</b> HR professionals interested in utilizing advanced DAX functions for HR analytics, workforce planning, and performance tracking.</p>
<p>✔ <b>Marketing Professionals:</b> Marketing professionals looking to leverage interactive dashboards for analyzing sales leads, campaign performance, and customer segmentation using advanced DAX functions.</p>	<p>✔ <b>Operations Managers:</b> Operations managers keen on utilizing advanced DAX functions to analyze and optimize business processes, identify operational inefficiencies, and improve</p>
<p>✔ <b>Business Analysts:</b> Business analysts seeking to enhance their analytical skills with advanced DAX functions for in-depth data analysis and insights generation.</p>	<p>✔ <b>Data Analysts:</b> Data analysts interested in exploring advanced DAX functions to perform complex calculations, compare KPIs, and implement time intelligence for trend analysis.</p>
<p>✔ <b>Supply Chain Professionals:</b> Supply chain professionals looking to leverage advanced DAX functions for supply chain analytics, demand forecasting, and inventory management optimization.</p>	<p>✔ <b>C-Level Executives:</b> C-level executives interested in gaining insights into organizational performance, monitoring key metrics, and making data-driven decisions using advanced DAX functions for deeper analysis and insights.</p>
<p>✔ <b>Professionals from Various Industries:</b> Individuals from diverse industries keen on mastering advanced DAX functions within Power BI for enhanced data analysis, visualization, and decision-making. Whether you're in healthcare, retail, manufacturing, or any other sector, if you're looking to leverage data for strategic decision-making, this session is for you.</p>	<p>✔ <b>Career Transitioners:</b> Individuals looking to transition their careers into the field of data analysis can benefit from this training by gaining proficiency in advanced DAX functions within Power BI. Whether you're coming from a finance, HR, marketing, operations, or any other background, mastering advanced DAX functions will equip you with valuable skills for pursuing roles in data analysis and decision-making.</p>

### Advanced Filter Techniques in Power BI Dashboards:

- Drill through and cross-filtering techniques for interactive data exploration.
- Utilizing bookmarks for saving and navigating through different views of the dashboard.
- Implementing advanced filter techniques to enhance user experience.

### Data Modeling for Snowflake and Star Schemas:

- Understanding the concepts of snowflake and star schemas for organizing complex data structures.
- Implementing data modeling techniques to build efficient and scalable data models.
- Optimizing data models for improved performance and usability.

### Advanced Power Query Transformations:

- Applying advanced Power Query transformations to cleanse and reshape data.
- Converting raw data into valuable assets for decision-making purposes.
- Utilizing advanced features such as conditional columns, custom functions, and error handling.

### Advanced DAX for Deeper Analysis and Insights:

- Implementing advanced DAX functions for zooming in on key performance indicators (KPIs).
- Leveraging time intelligence functions for analyzing trends and patterns over time.
- Comparing KPIs using advanced DAX calculations.
- Applying filter techniques using DAX functions to perform complex calculations based on user-selected filters.



## TRAINER'S PROFILE

# GHULAM MUSTAFA

Business Intelligence Analyst and Data Consultant



Ghulam Mustafa is a Philomath professional whose aim is to transform organizations from the conventional approach to data-driven philosophy to get a master's in decision-making.

He is described as an optimistic personality who always finds solutions for industry pain points with a driven value from the power of Data. He is assisting organizations and

professionals from all over the world to improve their knowledge and skillset by automating their tedious tasks into one-click solutions.

Ghulam Mustafa is offering solutions, training, and distributing world-class content to help companies and professionals to increase efficiency with automation skills by using tools like Microsoft Excel, Power Query, Power BI, etc.

Ghulam Mustafa has sound operational, Commercial, Technical, IT, and business acumen that makes him perfect for these such tailor-made data-driven training. He engages the audience with high-impact presentations, contemporary analytical tools, and esteem engagement with attendees to deliver the best.

## Areas of Expertise

- Microsoft Certified Trainer
- Data Driven Trainings
- Business Intelligence Analyst
- Project Management
- Data Consultant
- Microsoft Power Bi Expert

**June 10 & 11, 2024, Lahore**  
**June 13 & 14, 2024, Karachi**  
**(Sindh 05% | Lahore 16%)**

**Dashboard Design Pro: Power BI Visualization**  
**Mastery (Day 1)**

PKR 25,000/- (per participant)

**Advanced Power BI: Data Transformation**  
**Excellence & DAX Proficiency (Day 2)**

PKR 25,000/- (per participant)


**Masterclass (Both days):**  
PKR 45,000/- (per participant)

## REGISTRATION DETAILS

For Registration(s), send us your  
Name, Designation, Organization, Mobile Number,  
& Email to: [events@learningmindsgroup.com](mailto:events@learningmindsgroup.com)

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