**1. Introduction to Power BI**

* What is Power BI?
* Components of Power BI (Desktop, Service, Mobile Apps)
* Benefits and use cases of Power BI
* Installation and setup of Power BI Desktop

**2. Getting Started with Power BI Desktop**

* Overview of Power BI interface
* Connecting to data sources (Excel, databases, online services, etc.)
* Data transformation using Power Query Editor
* Understanding the difference between Import and DirectQuery

**3. Data Modeling**

* Creating relationships between tables
* Understanding the data model (Star schema, Snowflake schema)
* Calculated columns vs. measures
* Introduction to DAX (Data Analysis Expressions)

**4. Working with DAX**

* Basic DAX functions: SUM, AVERAGE, COUNT, etc.
* Time intelligence functions: YTD, MTD, QTD
* Conditional functions (IF, SWITCH)
* Creating calculated tables and measures
* Optimization and troubleshooting DAX queries

**5. Data Visualization**

* Overview of visualization options (bar charts, line charts, tables, etc.)
* Designing effective dashboards and reports
* Customizing visuals (colors, formatting, filters, and slicers)
* Creating interactive reports with tooltips and bookmarks
* Using Power BI themes and templates

**6. Advanced Visualizations**

* Creating KPI dashboards
* Implementing R and Python visuals
* Drill-through and hierarchical visualizations
* Maps and geospatial analysis

**7. Power BI Service**

* Publishing reports to Power BI Service
* Creating and sharing dashboards online
* Scheduling data refreshes
* Collaborating with others using shared workspaces
* Understanding apps and app workspaces

**8. Power BI Mobile**

* Viewing and interacting with dashboards on mobile devices
* Customizing mobile reports
* Offline access to reports

**9. Hands-on Projects**

* Real-world case studies (sales analysis, financial reporting, etc.)
* End-to-end project from data import to report publishing
* Peer review and feedback

**10. Certification Preparation (Optional)**

* Tips for Microsoft Power BI certification exams (PL-300, etc.)