

Seminar Topic Summary Report

Institution Name:

Basaveshwar Engineering College, Bagalkot

Department of Computer Applications(M.C.A)

Course: MCA

Semester: II

Seminar Topic: Power BI: Customer Insights
and Data Visualization

Submitted by:

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Guide Signature:

Table of Contents

1.Introduction

2.Seminar Topic Details

3.Topic Summary

4.Relevance to MCA Curriculum

5.Learning Objectives

6.Expected Outcome

7.References

8.Signatures

1. Introduction

Customer data is at the center of most business decisions today. Analyzing customer behavior, satisfaction, and preferences helps businesses grow strategically. Through this seminar, we explore the use of Power BI — a powerful data visualization tool — specifically for customer-related analysis. The seminar aims to develop skills in turning customer data into meaningful insights to support smarter decisions and better user experiences.

2. Seminar Topic Details

Title of the Topic: Power BI: Customer Insights and Data Visualization

Area/Domain: Data Analytics, Customer Relationship Management (CRM), Data Visualization

Keywords: Power BI, Customer Analytics, Visualization, Dashboards, Insights

3. Topic Summary

Power BI is a tool developed by Microsoft that helps users easily see and understand data.

It is mainly used to study customer data like what people buy, what they prefer, and how satisfied they are.

It allows us to bring data from multiple sources such as Excel, websites, or databases into one place.

Power BI helps businesses find useful insights such as:

- Different types of customers
- Customer purchase patterns
- Customer feedback and opinions

Understanding these insights helps improve customer experience.

It also supports smarter and faster decision-making for businesses.

This seminar shows how Power BI can turn raw customer data into clear and helpful insights.

Learning Power BI is a valuable skill for MCA students, especially for those interested in data analytics or customer relationship roles.

4. Relevance to MCA Curriculum

This topic is highly relevant to courses like Data Analytics, DBMS, Software Tools, and CRM. It supports curriculum goals by demonstrating how customer-related data can be used in real-world scenarios. Students apply theoretical knowledge to practice using Power BI for customer segmentation, behavior analysis, and trend forecasting. These skills are critical for roles in data analysis, customer experience design, CRM management, and decision support systems.

5. Learning Objectives

- Understand customer-centric data visualization using Power BI
- Learn how to connect, clean, and model customer data
- Develop interactive dashboards based on customer trends
- Use Power BI to support customer-focused decision-making in real scenarios

6. Expected Outcome

Students will gain hands-on experience in using Power BI to analyze customer data. They will be able to create visual reports and dashboards that track customer metrics such as satisfaction scores, purchase frequency, demographic trends, and more. These skills will enhance both technical and business understanding, making students well-prepared for careers in data analytics, CRM, marketing intelligence, or software development related to user behavior.

7. References

1. Microsoft Power BI Official Site

 <https://powerbi.microsoft.com>

2. **Power BI Customer Insights (Microsoft Dynamics 365)**

 <https://learn.microsoft.com/en-us/dynamics365/customer-insights/>

8. Signatures

Coordinator Signature:

HOD Signature: