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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Date of Submission: 26-06-2025

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Guide Signature:

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1. Introduction

Seminars play a crucial role in the MCA curriculum by enabling the exploration of trending and impactful technologies. Choosing a relevant topic ensures alignment with current industry needs and academic advancements. Customer data is at the center of most business decisions today. Analyzing customer behavior, satisfaction, and preferences helps businesses grow strategically. This seminar explores the use of Power BI — a powerful data visualization tool — specifically for customer-related analysis. The goal is 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 such as what people buy, what they prefer, and how satisfied they are.

It allows data to be brought in 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
- Sales trends across regions or time periods
- Customer retention and churn rates

Understanding these insights helps improve customer experience. It also supports smarter and faster decision-making for businesses.

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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. Theoretical knowledge is applied in 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

Hands-on experience will be gained in using Power BI to analyze customer data. Users 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 enhance both technical and business understanding, ensuring strong preparation 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: