

Data Analytics: Course Content



Data Visualization with PowerBI

Session 8: Power BI Fundamentals (2 hours)

- Introduction to Power BI:
- Overview of Power BI: What it is and why it's important | Key components: Power BI Desktop, Power BI Service, and Power BI Mobile | Career opportunities and industry use cases | Getting Started with Power BI:
- Installing Power BI Desktop.
- Exploring the interface: Basic tools and navigation.
- Key concepts: Data sources, datasets, reports, and dashboards.
- Power BI capacities and limitations.

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Session 9: Data Preparation and Modeling (2 hours)

- Data Preparation:
- Data Importing: Connecting to various data sources (Excel, databases, web services).
- Data Cleaning: Using Power Query for data transformation.
- Data Structuring: Managing relationships and creating hierarchies.
- Data Modeling:
- Overview of tables, relationships, and star schema modeling.
- Introduction to DAX (Data Analysis Expressions): Creating calculated columns and measures.
- Key DAX functions for analytics: KPIs, running totals, and year-over-year analysis.

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Session 10: Visualizations, Storytelling, and Sharing (2 hours)

- Visualizations and Storytelling:
- Choosing the right visual: Charts, tables, and cards.
- Customizing visuals for effective storytelling.
- Incorporating slicers, filters, and interactivity.
- Creating dashboards.
- Report Publishing and Sharing:
- Publishing reports to the Power BI Service.
- Managing permissions and access.
- Exploring Power BI Mobile: On-the-go analytics.
- Q&A and Hands-On Practice:
- Practical exercises covering the entire workflow.
- Addressing participant queries and clarifications.