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Power BI for Consulting

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SUPPORT

Advanced analytics are transforming the consulting sector and increasing the demand for consultants who can proficiently merge data science methodologies with strategic acumen, and articulate analytics in understandable terms. This course bridges the gap between analysts, junior consultants, or associates and the expert data scientists in your dedicated AI lab or practice, acquainting them with contemporary, analytics-driven approaches.

Overview

- **Expected result:** At the end of this course, consultants will understand advanced analytical methodologies, enabling them to work on complex datasets. They will learn how to swiftly collect, crunch, and analyze data to address business queries. Ultimately, they will be primed to contribute to some of your most intricate consulting missions by conducting and communicating a strategic analysis in a technologically advanced manner.

- **Duration**: 8 hours, 1 day

- **Prerequisites**: Attendees should have a firm grounding in basic mathematics and statistics, and a fundamental understanding of economics or finance. Additionally, attendees should be well-versed with Power BI basics such as data importing, data transformation, data modeling, and creating visualizations. Proficiency in Excel, and a basic understanding of databases and data visualization concepts are also necessary

- **Difficulty level:** Intermediate, this is an intermediate-level course, and as such, mastery of the basics of Power BI is assumed

- **Software used:** Microsoft Excel, Power BI

Objectives of the bootcamp

- Efficient utilization of Power Query for transforming & preparing raw data swiftly

- Designing interactive dashboards on Power BI to visualize the project findings & recommendations

- Understanding various data wrangling & data visualization tools available in the market

- Comprehending main data types, database schemas & storage options for effective communication with clients

- Employing statistical and financial modeling for insightful and actionable strategic analysis

Syllabus

Unit 1: Advanced Data Manipulation and Modeling for Consulting (4 Hours)

This unit aims to upgrade participants' data handling skills with advanced techniques. We will cover efficient data management, analysis, and modeling specifically tailored for consulting scenarios using Power BI.

Notions and skills covered:

- Power BI functions and DAX formulas for more precise data analysis.

- Advanced data manipulation techniques in Power Query for more efficient data management.

- Building robust data models to support advanced data analysis.

- Data validation and conditional formatting for enhancing data quality and visual clarity.

- Combining and transforming data from multiple sources using Power Query.

Workshop examples:

- Using DAX formulas to create complex calculations and metrics.

- Build a data model to support a case study involving advanced data analysis.

- Implement data validation and conditional formatting on a provided dataset.

- Combine and transform data from disparate sources using Power Query.

Unit 2: Advanced Data Visualization for Consulting (4 Hours)

This unit focuses on creating visually compelling, interactive, and informative dashboards and reports. The participants will learn about custom visuals, advanced chart types, and how to design visualizations that effectively communicate complex data.

Notions and skills covered:

- Power BI custom visuals and advanced chart types.

- Best practices for creating interactive dashboards and reports that narrate a data-driven story.

- Designing custom visualizations and reports in Power BI.

Workshop examples:

- Create a custom visual to display data in a unique manner.

- Design an interactive dashboard for a complex business case.

- Build a detailed report using custom visuals and advanced chart types.

Knowledge evaluation

We evaluate the overall progress via the below methods:

- During the training course: Exercises & deliverables.

- At the end of the training: Final group project & a self-evaluation questionnaire.

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