MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

BUSINESS INTELLIGENCE (BI): DATA ANALYSIS & REPORTING

"Turning Raw Data into Actionable Business Insights"

Schedule

Date	Venue	Fees (Face-to-Face)
19 – 23 Oct 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In a competitive business environment, organizations must rely on accurate, real-time insights to make informed decisions. Business Intelligence (BI) tools empower professionals to gather, visualize, and interpret data from various sources—transforming it into strategic and operational insights that drive growth, efficiency, and innovation.

This hands-on course equips participants with the skills to use BI tools such as Microsoft Power BI, Excel BI features, and dashboard techniques to analyze, model, and present data in a clear and compelling way. It's ideal for professionals responsible for performance reporting, analytics, or decision support across any industry.

Objectives

By the end of this course, participants will be able to:

- Understand BI principles and their application to business decision-making
- Connect, transform, and model data using Power BI and Excel
- Design interactive dashboards and real-time reports
- Use DAX functions for deeper data analysis and KPIs
- Present insights clearly using data visualization best practices

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Why Attend

- Build confidence using modern BI tools to interpret business data
- Reduce reporting time with automation and real-time dashboards
- Enable smarter decisions across departments using clean, visual analytics
- Develop self-service BI capability without relying on IT teams
- Master practical BI techniques applicable across finance, sales, HR, and operations

Target Audience

This program is designed for:

- Business analysts and data professionals
- Finance, operations, and supply chain managers
- MIS, planning, and performance reporting teams
- Sales, marketing, and HR professionals needing actionable analytics
- Anyone responsible for transforming data into business value

Individual Benefits

Key competencies that will be developed include:

- BI tool usage (Power BI, Excel Power Query, and Power Pivot)
- Dashboard and KPI development
- Data modeling and DAX calculations
- Insight communication through storytelling and visualization
- End-to-end report creation, from data connection to distribution

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Faster access to insights across business units
- Improved data-driven decision-making and accountability
- Reduced dependency on IT for data reporting tasks
- Standardized and automated performance dashboards
- More aligned business planning through transparent reporting

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – BI frameworks and business use cases
- Case Studies – BI implementation successes across industries
- Workshops – Step-by-step dashboard creation and automation
- Peer Exchange – BI challenges and strategies from different sectors
- Tools – Pre-built data models, KPI templates, and publishing guides

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Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: BI Fundamentals and Data Sources

- Module 1: Introduction to Business Intelligence (07:30 – 09:30) • What is BI? Concepts and components • BI vs. traditional reporting • Examples of real-time analytics in business
- Module 2: Connecting to Data Sources (09:45 – 11:15) • Importing from Excel, databases, and cloud services • Using Power Query for data preparation • Data quality checks and transformation steps
- Module 3: Data Modeling and Relationships (11:30 – 01:00) • Building data models with Power Pivot • Creating relationships and managing tables • Star schema and best practices
- Module 4: Workshop – Building Your First BI Model (02:00 – 03:30) • Hands-on setup of a simple data model in Power BI

Day 2: Data Analysis and DAX in BI

- Module 1: Introduction to DAX (07:30 – 09:30) • DAX syntax and calculated columns • Measures vs. calculated fields
- Module 2: Key Metrics and KPI Development (09:45 – 11:15) • Developing performance indicators • Year-over-year comparisons, running totals, % of total
- Module 3: Aggregation and Time Intelligence Functions (11:30 – 01:00) • DATESYTD, SAMEPERIODLASTYEAR, TOTALYTD • Creating fiscal calendars and custom time dimensions
- Module 4: Workshop – KPI Dashboard Development (02:00 – 03:30) • Build a multi-metric dashboard using DAX formulas

Day 3: Interactive Dashboards and Visualization

- Module 1: Visualization Best Practices (07:30 – 09:30) • Effective chart selection and data storytelling • Color theory, layout design, and user experience
- Module 2: Building Interactive Reports (09:45 – 11:15) • Using slicers, filters, tooltips, and drill-downs • Designing for decision-makers and end users
- Module 3: Power BI vs Excel Dashboards (11:30 – 01:00) • Using Excel's Power View and Power Map • Pros and cons of both platforms
- Module 4: Workshop – Complete Interactive BI Dashboard (02:00 – 03:30) • Build, format, and publish a real-time report

Day 4: Publishing, Sharing & Automation

- Module 1: Power BI Service and Web Publishing (07:30 – 09:30) • Publishing to Power BI cloud • Creating workspaces and managing datasets
- Module 2: Refreshing and Automating Data Updates (09:45 – 11:15) • Scheduled refreshes and query automation • Using parameters and gateways
- Module 3: Report Distribution and Security (11:30 – 01:00) • Row-level security, sharing controls, and export options • Collaborating via Teams, SharePoint, and email
- Module 4: Workshop – BI Automation Setup (02:00 – 03:30) • End-to-end automation walkthrough

Day 5: Final Case Study & Certification

- Module 1: Final Group Case – BI Implementation Plan (07:30 – 09:30) • Groups apply BI to a provided business scenario • Presentation to peers and instructor
- Module 2: Knowledge Review and Certification Exam (09:45 – 11:15) • Assessment on BI concepts, tools, and dashboard design
- Module 3: Action Planning & Future Learning (11:30 – 01:00) • Applying BI in your own department • BI adoption roadmap and next steps
- Module 4: Wrap-Up and Certificate Distribution (02:00 – 03:30) • Final Q&A • Certificate presentation

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Certification

Participants will receive a Certificate of Completion in Business Intelligence: Data Analysis & Reporting, validating their ability to use BI tools to connect, analyze, and visualize data for smarter, faster, and more effective business decisions.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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