

Data Analysis

Using Power BI fundamentals

2 Days Per Week

24 Hours

Workshop Outline

Beginner to Intermediate Level

- Introduction to data analysis and why it is important in business
- Understanding what Power BI is and how companies use dashboards
- Getting data into Power BI (Excel, CSV files)
- Basics of data structure: rows, columns, tables
- Data cleaning and preparation using Power Query (remove blanks, fix formats)
- Understanding how tables connect (simple relationships)
- Introduction to calculations and basic KPIs using DAX
- Creating simple tables, charts, and visuals
- Using filters and slicers to explore data
- Building a basic dashboard step by step
- Reading and interpreting reports for decision-making
- Hands-on practice with a simple real-world dataset

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Workshop Target Audience

This workshop is designed for individuals who are new to data analysis and Power BI and want to build strong foundations for entry-level roles.

Age Groups

22–18 years

University students, fresh graduates, interns

30–23 years

Junior professionals starting in business, marketing, sales, finance, or operations

30+ years

Professionals with little or no analytics experience who want to add data skills

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Workshop Target Audience

Job Roles

- Entry-Level Data Analysts
- Business & Reporting Assistants
- Marketing Executives / Coordinators
- Sales Executives & Junior Analysts
- Finance & Accounting Assistants
- Operations & Admin Staff
- Fresh graduates preparing for data-related roles
- Career starters exploring analytics

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Workshop Outcome

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

- Understand what data analysis is and how it is used in business
- Import data into Power BI from Excel and simple files
- Clean and organize data using Power Query
- Create basic calculations and KPIs
- Build simple charts and tables
- Design a basic interactive dashboard
- Read reports and extract simple insights for decision-making

Workshop Summary in General

- Beginner-friendly, step-by-step workshop with no technical background required
- Focuses on the foundations of data analysis using Power BI
- Teaches how to move from raw data to simple dashboards
- Emphasizes clarity, accuracy, and practical business understanding
- Includes hands-on exercises using real-world examples
- Ideal for entry-level learners starting their data analysis journey

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Workshop Outline

■ Session 1 – Introduction to Data Analysis & Power BI (4 Hours)

Goal: Understand what data analysis is and what Power BI does.

- What is data and data analysis (in simple business terms)
- How companies use data to make decisions
- What is Power BI, and where is it used
- Power BI ecosystem: Desktop, Service (overview)
- The basic workflow: Data → Visuals → Insight
- Navigate the Power BI interface
- Understanding rows, columns, and tables

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■ **Session 2 – Getting Data into Power BI (Hours 4)**

Goal: Learn how to load and view data correctly.

- Connecting to Excel and CSV files
- Understanding tables and fields
- Data types (text, number, date)
- Basic data structure best practices)
- Previewing and exploring data inside Power BI
- Simple hands-on: load a small dataset and review it

■ **Session 3 – Data Cleaning with Power Query (Hours 4)**

Goal: Prepare clean, usable data.

- What is Power Query, and why does it matter
- Removing blank rows and duplicates
- Fixing incorrect data types
- Renaming and organizing columns
- Basic filtering and sorting
- Preparing a clean dataset for reporting

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■ **Session 4 – Basic Data Modelling & Simple DAX (4 Hours)**

Goal: Understand how tables connect and create simple calculations.

- What is a data model (in simple terms)
- Creating basic relationships between tables
- What is DAX, and why is it used
- Measures vs columns (simple explanation)
- Creating basic calculations:
 - Total Sales
 - Count of Records
- Understanding how filters change numbers

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■ **Session 5 – Visuals, Reports & Dashboards (Hours 4)**

Goal: Build clear, simple reports.

- Overview of Power BI visuals (tables, charts)
- Choosing the right chart for each question
- Creating basic charts and tables
- Using filters and slicers to explore data
- Formatting visuals for clarity
- Building a simple dashboard step by step

■ **Session 6 – Business Use, Final Practice (Hours 4)**

Goal: Apply everything learned in a simple real-world scenario.

- Reading and interpreting reports
- Identifying basic trends and insights
- Mini project:
 - Load data
 - Clean it
 - Create calculations
 - Build a dashboard