





Diploma in **BUSINESS INTELLIGENCE** **Batch 3**

Your Journey to Power BI Expertise Starts Here!

-  **Starting: November 2024**  **Weekend Program**
-  **Rs. 150,000/- (+5% SST)**  **IBA City Campus**

1 **Data Sources and Transformation**

2 **Python Programming in Power BI**

3 **Data Visualization & Modeling**

4 **Data Analysis Expressions (DAX)**



Learning Outcomes

Following are the learning outcomes for the program:

- Grasp core business intelligence concepts and their impact on decision-making.
- Master data management techniques, including data warehousing and ETL.
- Apply data analysis and visualization to derive and communicate insights.
- Utilize BI tools for strategic data collection, analysis, and interpretation.
- Gain practical BI application skills in finance, marketing, and operations.
- Manage BI projects, focusing on planning, execution, and risk management.
- Collaborate effectively in multidisciplinary BI teams with strong communication.
- Stay updated on BI trends, emphasizing lifelong learning and growth.



Topics to be covered

Following are the topics to be covered in program:

- Overview of Business Intelligence and SSBI
- Introduction to Power BI and its components
- Comparison: Power BI vs. Tableau vs. QlikView
- Workflow in Power BI
- Power BI versions and building blocks
- Data modeling and its significance
- Visualizations: Charts, tables, slicers, and maps
- Custom visuals and page formatting
- KPI visuals, bookmarks, and selection pane
- Data sources and loading in Power BI
- Data transformation, cleaning, and modeling
- Python integration with Power BI
- Data relationships and cross-filtering
- Optimizing performance and data aggregations
- DAX basics: Functions, calculations, and syntax