Workshop on

POWER BI FOR BUSINESS ANALYTICS & DECISION MAKING

STEP2

ANALYSIS

STEP3

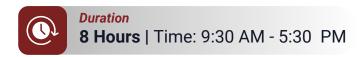STEP4

CHECK

CONTROL

STEP5

STEP6   STEP6

WORKSHOP PHILOSOPHY:

TThe Power BI for Business Analytics & Decision Making workshop is designed to equip participants with essential skills to analyze and visualize data for informed decision-making. Led by Dr. Tahir Mehmood, a renowned Data Science and Statistics expert, the program guides learners through creating interactive dashboards, applying DAX for KPIs, and using effective visualization techniques. Participants will also learn forecasting and trend analysis to support strategic planning. The workshop combines practical, hands-on learning with real-world business applications, making it ideal for professionals looking to enhance their analytics capabilities.

PROGRAM DETAILS

Training Cost
Rs. 30,000+3% Tax

Duration
8 Hours | Time: 9:30 AM - 5:30 PM

Training Venue:
IBA City Campus

LEARNING OUTCOMES:

- **Build Interactive Dashboards:** Create engaging and interactive business dashboards using Power BI.
- **Apply DAX:** Utilize Data Analysis Expressions (DAX) for Key Performance Indicators (KPIs) across various domains such as finance, sales, and HR.
- **Use Visualization Best Practices:** Implement effective visualization techniques for compelling business storytelling.
- **Create Decision-Oriented Reports:** Generate clear reports that aid in decision-making processes.
- **Conduct Forecasting and Trend Analysis:** Perform basic forecasting and analyze trends to support strategic planning.

TRAINER PROFILES

Program Trainer:

Dr. Tahir Mehmood

Dr. Tahir Mehmood is a professor, specializing in Data Science and Statistics, at the School of Natural Sciences (SNS), National University of Sciences and Technology (NUST), IslamabadPakistan. Listed among the world's top 2% scientists by Elsevier (2022–2025) and recognized as a 'NUST Top Performer (2023)', he has made significant contributions to multivariate modeling, machine learning, and big data analytics. With over 100+ research publications, 3000+ citations, and extensive experience supervising MS and PhD students, Dr. Mehmood has played a key role in advancing statistical learning and computational modeling. He has held academic and research positions at NUST, the Pakistan Atomic Energy Commission (PAEC), and the Global Change Impact Study Center (GCISC). Holding a PhD and MS in Statistics from the Norwegian University of Life Sciences (NMBU), Norway, he has successfully led multiple research projects and organized international conferences on statistics and data analytics. Additionally, he has conducted specialized workshops and boot camps in Power Bi, Python and R-based data science and statistical learning

ELIGIBILITY CRITERIA

- **Background:** Participants should have a basic understanding of business analytics or data analysis concepts.
- **Technical Skills:** Familiarity with Microsoft Excel is beneficial, but not mandatory.
- **Willingness to Learn:** An eagerness to engage in hands-on exercises and apply new skills in practical scenarios.
- **Equipment:** Participants are encouraged to bring their own laptops with Power BI Desktop installed for a better learning experience.

Connect With Us

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