



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



Center for Information & Communication Technology

Diploma In

BUSINESS INTELLIGENCE

Unlock the potential of Business Intelligence

Batch 2

Introduction

The Business Intelligence Diploma program equips individuals with essential skills and knowledge to excel in business intelligence. With a comprehensive curriculum and hands-on training, participants learn data collection, analysis, and interpretation techniques. The program covers data visualization, reporting, mining, and predictive analytics. Taught by experienced faculty, graduates are prepared to thrive in a data-driven business environment. Whether you're a professional seeking to enhance skills or a recent graduate, this program provides the expertise and credentials needed to succeed in the data-driven world.



Rs. 150,000 (+ 5% SST)



Starting April 2024



IBA City Campus



Weekend Program

Saturday: Evening

Sunday: Morning & Afternoon

cict@iba.edu.pk



021-38104701 (Ext. 1158)





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Learning Outcome

Upon completion of the Business Intelligence Diploma program, participants will have achieved the following learning outcomes:

1. Understand the fundamental concepts and principles of business intelligence, including its role in decision-making processes and organizational success.
2. Demonstrate proficiency in data management techniques, such as data warehousing, data modeling, and ETL processes, to ensure effective storage, integration, and accessibility of data.
3. Apply data analysis and visualization techniques to extract insights from data and effectively communicate findings to stakeholders.
4. Identify and apply appropriate business intelligence tools and technologies to collect, analyze, and interpret data for strategic decision-making.
5. Develop a comprehensive understanding of business intelligence applications in various domains, such as finance, marketing, and operations, and effectively apply business intelligence techniques in real-world scenarios.
6. Effectively manage business intelligence projects, including planning, execution, monitoring, and risk management, to successfully implement business intelligence solutions within organizations.
7. Collaborate effectively within multidisciplinary teams, demonstrating strong communication and interpersonal skills in the context of business intelligence projects and initiatives.
8. Stay abreast of emerging trends and advancements in the field of business intelligence, demonstrating a commitment to lifelong learning and professional development.



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Course Outline

Introduction:

- Introduction to Business Intelligence
- Self-Service Business Intelligence (SSBI)
- Introduction to Power BI
- Traditional BI vs. Power BI
- Power BI vs. Tableau vs. QlikView
- Uses of Power BI
- The Flow of Work in Power BI
- Working with Power BI
- Basic Components of Power BI
- Comparison of Power BI Version
- Introduction to Building Blocks of Power BI
- Data Model and Importance of Data Modeling

Data Visualization

- Introduction to Visuals in Power BI
- Visualization Charts in Power BI
- Matrixes and Tables
- Slicers and Map Visualizations
- Gauges and Single Number Cards
- Modifying Colors in Charts and Visuals

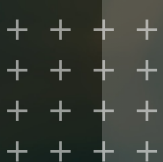
Data Visualization

- Shapes, Text Boxes, and Images
- Custom Visuals
- Page Layout and Formatting
- Bookmarks and Selection Pane
- KPI Visuals
- Z-order
- Grouping and Binning

Data from Different Data Sources and Transformation

- Identify and Connect to a Data Source
- Select a Storage Mode
- Choose an Appropriate Query Type
- Data Sources in Power BI Desktop
- Loading Data in Power BI Desktop
- Views in Power BI Desktop
- Query Editor in Power BI
- Transform, Clean, Shape, and Model Data
- Resolve Inconsistencies Unexpected or Null Values and Data Quality Issues
- Evaluate and Transform Column Data Types

(Continued)



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Course Outline

Python Programming in Power BI

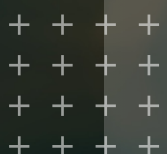
- Python Programming
- Python Scripts in BI
- Python integration with Power BI

Data Modeling

- Define the Tables
- Configure Table and Column Properties
- Flatten out a Parent-child Hierarchy
- Define Roleplaying Dimensions
- Create a Common Date Table
- Apply Cross filter Direction
- Manage Data Relationship
- Editing a Relationship
- Cross Filter Direction
- Remove Unnecessary Rows and Columns
- Identify Poorly Performing Measures Relationships and Visuals
- Improve Cardinality Levels
- Create and Manage Aggregations

Data Analysis Expressions (DAX)

- Introduction to DAX
- Importance of DAX
- Data Types in DAX
- DAX Calculation Types
- Steps to Create Calculated Columns
- Measures in DAX
- DAX Syntax
- DAX Functions
- DAX Operators
- DAX Tables and Filtering



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