BLACKBIRD FOR TRAINING

Power BI for Business Professionals: Business Performance Analysis and Reporting

4 – 8 April 2027
Dubai (UAE)



Power BI for Business Professionals: Business Performance Analysis and Reporting

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Introduction

The Power BI for Business Professionals course is designed to help participants transform daily business data into interactive reports and dashboards that support clearer performance monitoring and better decision-making. Organizations today rely on large volumes of data related to sales, operations, finance, customer service, human resources, projects, and other business functions. This makes data analysis tools essential for improving reporting accuracy, productivity, and visibility across departments.

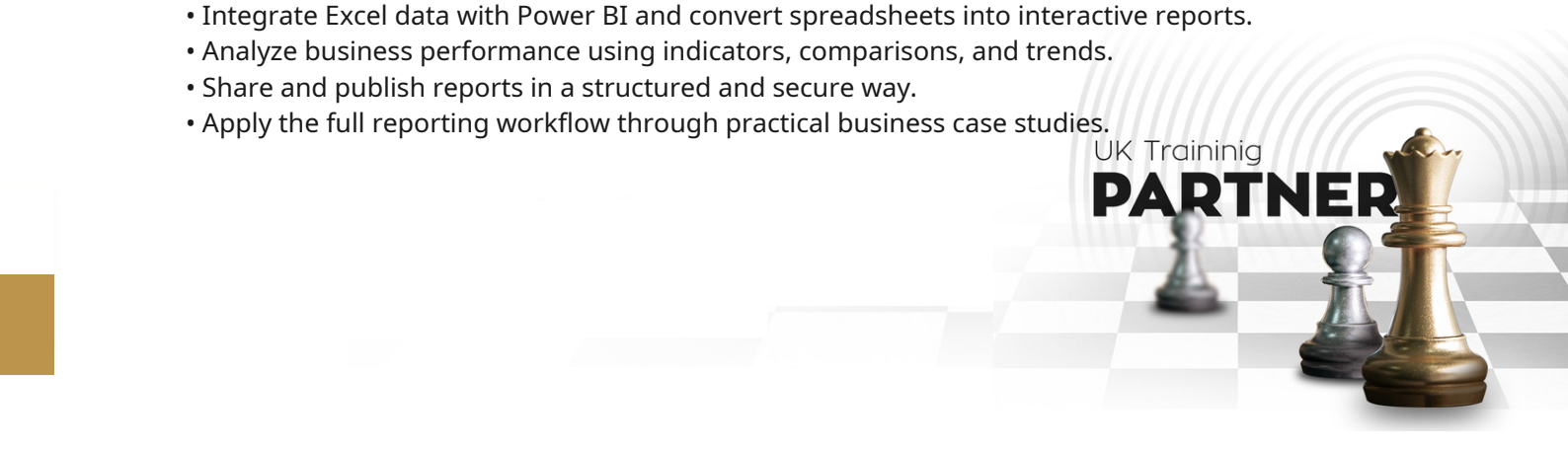
This course focuses on the practical use of Power BI in business environments, starting with data import and preparation, then moving into Power Query fundamentals, data modeling basics, Excel and Power BI integration, dashboard creation, business key performance indicator reporting, basic calculations, visualization techniques, report sharing, and publishing. The content is aligned with the key topic provided: Power BI for Business Professionals.

The course is structured over one week in a clear sequence. It begins with an introduction to Power BI and business data analysis, then moves into data preparation, data modeling, interactive dashboard design, business performance analysis, report publishing, and practical business case studies.

Course Objectives

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

- Understand the role of Power BI in business data analysis and performance reporting.
- Navigate the Power BI interface and identify its main reporting components.
- Import data from different sources and prepare it for analysis.
- Apply Power Query fundamentals to clean, transform, and organize data.
- Handle duplicates, errors, missing values, and formatting issues in business datasets.
- Build simple data models that support accurate reporting and dashboard creation.
- Create relationships between tables in a logical and structured way.
- Build interactive dashboards that present business performance clearly.
- Prepare business key performance indicator reports for managers and teams.
- Use data visualization techniques to select suitable charts and visuals.
- Apply basic DAX calculations to measure business results.
- Integrate Excel data with Power BI and convert spreadsheets into interactive reports.
- Analyze business performance using indicators, comparisons, and trends.
- Share and publish reports in a structured and secure way.
- Apply the full reporting workflow through practical business case studies.



Course Outlines

Day 1: Introduction to Power BI and Business Data Analysis

- Introduction to Power BI and its role in business analytics and reporting.
- Understanding the workflow from raw data to interactive dashboards.
- Overview of Power BI components used by business professionals.
- Identifying common business reporting needs across departments.
- Understanding how data supports management decisions and performance monitoring.
- Practical exercise on creating a simple report using basic business data.

Day 2: Data Import, Preparation, and Power Query Fundamentals

- Importing data from Excel and other common business data sources.
- Understanding the importance of data quality in reporting and analysis.
- Cleaning data by removing duplicates, correcting errors, and handling missing values.
- Adjusting data types and formatting fields for analysis.
- Combining, splitting, and shaping tables according to reporting needs.
- Practical exercise on preparing a business dataset before building a report.

Day 3: Data Modeling Basics and Basic DAX Calculations

- Understanding data modeling basics and their role in accurate reporting.
- Creating relationships between tables to support business analysis.
- Distinguishing between fact tables and lookup or dimension tables.
- Creating calculated columns and basic measures for business reporting.
- Using basic DAX calculations to measure sales, costs, profit, percentages, and growth.
- Practical exercise on building a simple data model with initial business key performance indicators.

Day 4: Interactive Dashboards, KPI Reporting, and Data Visualization

- Selecting suitable charts and visuals according to data type and reporting purpose.
- Designing interactive dashboards that are clear, structured, and easy to use.
- Creating business key performance indicator reports for revenue, growth, productivity, costs, and targets.
- Using filters and slicers to analyze data by department, period, region, or category.
- Improving dashboard layout, titles, flow, readability, and user experience.
- Practical exercise on building an interactive dashboard for business performance monitoring.



Day 5: Business Performance Analysis, Report Sharing, and Case Studies

- Analyzing business performance by comparing actual results with targets.
- Using trends and time-based analysis to understand performance development.
- Preparing concise executive reports for managers and decision-makers.
- Sharing and publishing reports with relevant teams in a structured way.
- Reviewing report quality in terms of accuracy, clarity, usability, and decision value.
- Integrated case study covering data import, preparation, modeling, dashboard creation, report publishing, and business performance analysis.

Why Attend this Course: Wins & Losses!

- Gain practical knowledge of using Power BI for business reporting and analysis.
- Improve the ability to import, clean, and prepare data in a structured way.
- Build clear data models that support accurate and refreshable reports.
- Create interactive dashboards that help users understand performance quickly.
- Prepare business key performance indicator reports that support management decisions.
- Use data visualization techniques to present information clearly and effectively.
- Benefit from Excel and Power BI integration for stronger reporting workflows.
- Apply basic DAX calculations to measure results and analyze performance.
- Improve reporting quality and reduce reliance on manual repetitive reports.
- Share and publish reports in a more organized and business-focused way.
- Connect analysis with real business needs through practical case studies.
- Support a stronger data-driven decision-making culture inside the organization.

Conclusion

The Power BI for Business Professionals: Business Performance Analysis and Reporting course provides a practical framework for building interactive reports and dashboards that support everyday business needs. It covers the essential stages of data analysis, starting with data import and preparation, then moving through Power Query fundamentals, data modeling, basic DAX calculations, dashboard design, business key performance indicator reporting, and report sharing.

The program follows a balanced structure that connects practical skills with real organizational needs. Participants begin by understanding Power BI and its role in business reporting, then work with data sources and preparation techniques. They then build a data model, create calculations, design interactive dashboards, and develop key performance indicator reports that can be used by managers and teams.

Through the final integrated case study, participants complete a full workflow from raw data to a published report that supports decision-making. The course provides practical knowledge that can be applied across sales, finance, human resources, operations, customer service, and project management, helping organizations improve reporting quality, performance visibility, and data-driven decisions.

