

# Power BI for Data Analytics, Business Intelligence and Performance Reporting

28 March – 1 April 2027  
Cairo (Egypt)

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## Power BI for Data Analytics, Business Intelligence and Performance Reporting

**Ref:** 3255834\_353306 **Date:** 28 March – 1 April 2027 **Location:** Cairo (Egypt) **Fees:** 4900 GBP

### Introduction

This program provides a comprehensive learning journey that combines Power BI fundamentals with advanced data analytics, business intelligence, and performance reporting capabilities. It is designed for participants with varying levels of experience, beginning with a structured refresher on core Power BI concepts before progressing into advanced data modeling, analytical techniques, dashboard development, and enterprise reporting solutions.

The program focuses on enabling participants to build complete business intelligence solutions, starting with data acquisition and integration from multiple sources, followed by data cleansing, transformation, modeling, and analysis. Participants will then learn how to create interactive reports, executive dashboards, and performance monitoring solutions that support operational and strategic decision-making.

In addition, the course explores best practices in business intelligence governance, reporting standards, data management, security, and solution deployment. By combining technical knowledge with analytical methodologies, participants will develop the skills required to transform raw data into meaningful insights that drive organizational performance and informed decision-making.

### Course Objectives

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

- Build end-to-end Power BI data models using multiple data sources.
- Connect and integrate data from files, databases, and cloud-based platforms.
- Clean, transform, and prepare data using Power Query.
- Develop advanced measures, calculations, and Key Performance Indicators KPIs.
- Design structured and scalable data models.
- Create calculated columns and advanced analytical measures.
- Design interactive reports and executive dashboards.
- Apply data analytics techniques to support business decision-making.
- Analyze trends, monitor performance, and conduct comparative analysis.
- Develop enterprise reporting solutions for management and operations.
- Implement business intelligence best practices for reporting and governance.
- Publish and manage analytical solutions using Power BI Service.
- Optimize report and data model performance.
- Apply governance, security, and access control principles.
- Develop complete business intelligence and performance reporting solutions.

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver, set against a background of concentric circles.

## Course Outlines

### Day 1: Power BI Fundamentals and Data Preparation

- Introduction to Business Intelligence concepts and applications.
- Overview of the Power BI ecosystem and components.
- Understanding reports, dashboards, datasets, and workspaces.
- Connecting data from spreadsheets, text files, and external sources.
- Integrating data from databases and cloud platforms.
- Importing and preparing data for analysis.
- Data cleansing techniques and data quality improvement.
- Managing missing values and duplicate records.
- Transforming and shaping data using Power Query.
- Applying best practices for data preparation and management.

### Day 2: Data Modeling and Performance Measurement Foundations

- Designing data models using star schema principles.
- Understanding fact tables and dimension tables.
- Creating and managing relationships between tables.
- Developing hierarchical data structures.
- Creating calculated columns and measures.
- Building Key Performance Indicators KPIs.
- Applying aggregation functions and calculations.
- Understanding filter context and model behavior.
- Applying data model optimization techniques.
- Developing structured models for enterprise reporting.

### Day 3: Advanced Analytics and Interactive Reporting

- Developing advanced analytical calculations.
- Applying filtering and data evaluation techniques.
- Building advanced performance measures.
- Using time intelligence calculations.
- Conducting trend analysis and performance monitoring.
- Performing variance and comparative analysis.
- Developing interactive reports for business users.
- Implementing drill-down and drill-through functionality.
- Using slicers, filters, and navigation features.
- Building analytical models for organizational performance management.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The background shows concentric circles emanating from behind the king piece, suggesting a strategic or analytical theme.

## Day 4: Dashboard Design and Business Intelligence Solutions

- Designing interactive and executive dashboards.
- Applying effective data visualization principles.
- Developing KPI-focused dashboard solutions.
- Creating executive reporting environments.
- Designing sales performance dashboards.
- Designing finance and operational dashboards.
- Developing management reporting systems.
- Improving dashboard usability and user experience.
- Applying reporting design standards and best practices.
- Building integrated business intelligence solutions.

## Day 5: Power BI Service, Governance and Capstone Project

- Publishing reports and dashboards through Power BI Service.
- Managing workspaces and applications.
- Supporting collaboration and report sharing.
- Configuring scheduled data refresh processes.
- Managing datasets and data connectivity.
- Applying data governance principles.
- Managing security roles and access controls.
- Implementing organizational reporting standards.
- Optimizing model and report performance.
- Developing a complete business intelligence solution that includes:
  - Integrating multiple data sources.
  - Cleaning and modeling data.
  - Creating advanced measures and KPIs.
  - Designing executive dashboards.
  - Publishing reports and presenting business insights.

## Why Attend this Course: Wins & Losses!

- Gain the ability to independently develop complete Power BI solutions.
- Build a strong understanding of data modeling and analytical reporting.
- Develop advanced dashboard design and visualization capabilities.
- Improve decision-making through data analytics and business intelligence.
- Gain practical experience in developing integrated reporting solutions.
- Strengthen skills in performance measurement and KPI development.
- Improve data governance and reporting management capabilities.
- Enhance reporting efficiency and organizational visibility.
- Develop expertise applicable across multiple industries and sectors.
- Build confidence in delivering enterprise-level business intelligence solutions.

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## Conclusion

The Data Analytics, Business Intelligence and Performance Reporting with Power BI program provides a structured progression from foundational Power BI skills to advanced enterprise reporting and analytical capabilities. The course covers the complete business intelligence lifecycle, including data acquisition, preparation, transformation, modeling, analysis, visualization, governance, and deployment.

Participants develop the ability to build professional data models, create meaningful performance indicators, design executive dashboards, and generate analytical insights that support organizational decision-making. The program also addresses governance, security, and reporting management practices that ensure long-term sustainability and effectiveness of business intelligence solutions.

**By the end of the program, participants will possess the knowledge and practical capabilities required to design, build, manage, and optimize end-to-end business intelligence solutions using Power BI. They will be able to transform organizational data into actionable insights that support performance improvement, operational excellence, and strategic decision-making across enterprise environments.**

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. The board is checkered, and there are concentric circles in the background.