BLACKBIRD FOR TRAINING

Data Analytics and Business Intelligence with Power BI

23 – 27 May 2027
Amman (Jordan)



Data Analytics and Business Intelligence with Power BI

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Introduction

The Data Analytics and Business Intelligence with Power BI course focuses on developing practical skills in analyzing data, building reports, and creating dashboards that support better business decisions. Organizations today rely on data to monitor performance, identify trends, compare results, and improve planning across departments.

This course explains how to collect, clean, transform, analyze, and visualize data using Power BI. It covers the full reporting cycle, starting from connecting to data sources, preparing datasets, building data models, creating visual reports, and publishing dashboards for business users.

The course is delivered over five connected days. It begins with the foundations of data analytics and business intelligence, then moves into data preparation, data modeling, dashboard design, advanced analysis, and finally publishing, governance, and performance improvement. The content is aligned with the provided course topic.

Course Objectives

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

- Understand the role of data analytics and business intelligence in decision-making.
- Connect Power BI to different data sources.
- Clean and transform raw data into useful datasets.
- Build structured data models for reporting and analysis.
- Create interactive reports and dashboards.
- Select suitable charts and visuals for different business needs.
- Use calculations and measures to analyze performance.
- Apply filters, slicers, and drill-down features to improve reporting.
- Analyze trends, comparisons, and key business indicators.
- Publish and share dashboards with business users.
- Improve report usability, clarity, and performance.
- Apply basic governance practices for data quality and report management.



Course Outlines

Day 1: Foundations of Data Analytics and Business Intelligence.

- Concept of data analytics and business intelligence.
- Role of Power BI in business reporting and decision support.
- Understanding data sources, datasets, reports, and dashboards.
- Common business reporting needs across departments.
- Data quality issues and their effect on analysis.
- Practical application of importing data into Power BI.

Day 2: Data Preparation and Transformation.

- Connecting to files, spreadsheets, databases, and online sources.
- Cleaning missing, duplicated, and inconsistent data.
- Transforming columns, data types, and formats.
- Combining and appending datasets.
- Preparing data for reporting and analysis.
- Practical application of cleaning and transforming a business dataset.

Day 3: Data Modeling and Performance Measures.

- Understanding relationships between tables.
- Creating a structured data model.
- Defining dimensions, facts, and key fields.
- Building calculated columns and measures.
- Creating basic performance indicators.
- Practical application of building a reporting model.

Day 4: Dashboard Design and Business Reporting.

- Designing clear and interactive dashboards.
- Selecting the right visual for the right message.
- Using filters, slicers, and drill-through features.
- Building reports for finance, operations, sales, and management.
- Improving readability, layout, and user experience.
- Practical application of creating a business dashboard.



Day 5: Publishing, Governance, and Continuous Improvement.

- Publishing reports and dashboards for users.
- Sharing reports and managing access.
- Reviewing data refresh and report updates.
- Applying quality checks before publication.
- Improving report performance and usability.
- Integrated application linking data preparation, modeling, dashboard design, publishing, and improvement.

Why Attend this Course: Wins & Losses!

- Improve the ability to analyze data and create useful reports.
- Build dashboards that support faster and clearer decisions.
- Strengthen data preparation and cleaning skills.
- Improve reporting accuracy through structured data models.
- Use Power BI to monitor performance indicators.
- Reduce manual reporting effort.
- Improve communication of results through clear visuals.
- Support departments with interactive business reports.
- Identify trends, gaps, and performance issues more easily.
- Improve report sharing and access management.
- Build a practical reporting workflow from data source to dashboard.
- Support better data-driven decision-making across the organization.

Conclusion

The Data Analytics and Business Intelligence with Power BI course provides a practical framework for turning raw data into meaningful business reports and dashboards. It covers the main stages of the reporting cycle, starting with understanding data analytics and business intelligence, then connecting to data sources, preparing datasets, building models, designing dashboards, and publishing reports.

The course follows a connected sequence that helps participants move from basic data handling to structured business reporting. It explains how Power BI can support decision-making by improving data visibility, simplifying analysis, and presenting results in a clear and interactive way.

By the end of the course, participants will have a practical understanding of how to use Power BI to prepare data, build models, create dashboards, analyze performance, and share insights with business users. The course supports better reporting quality, faster analysis, improved performance monitoring, and stronger data-driven decisions across departments.

