

GET HANDS-ON WITH AN EXPERT: POWER BI IN PRACTICE

Live Online Training: A highly practical and hands-on training course that introduces the most important and useful techniques for utilising Microsoft's PowerBI software in your organisation. It's aimed at professionals who want to learn how to develop BI dashboards and apply data visualisation best practices using one of the most widely-used insights tools in the market. It can also help leaders who need to successfully manage data visualisation projects and who need to create and deliver impactful storytelling from data through a BI tool in their organisation.

August

Course Parts will commence at **09:00** and end at **13:00** (AEST). There will be short breaks during each course Part.

Part 1: **3rd August**

Part 2: **4th August**

**2 Part
Series**



**Our Expert
Course
Instructor**



Felipe Rego, Data Science & Analytics Partner
Felipe is a leading advanced analytics and data science partner, working with teams in a range of different organisations and helping them build, manage and enhance their data science and visualisation solutions. Strategically aligned, commercially oriented and above all, customer centred, Felipe's unique methodologies help organisations stay competitive and create a solid pathway for future growth.

Key Learning Objectives

- ▶ Develop basic yet practical working knowledge in Microsoft's PowerBI
- ▶ Master key concepts and techniques to build practical data visualisations in PowerBI
- ▶ Explore ways to build impactful visualisations that tell effective stories using PowerBI
- ▶ Learn how to load, transform, clean and present data in PowerBI
- ▶ Work with a variety of datasets to build effective dashboards in PowerBI

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ABOUT THE COURSE

This course is different. It's a practical, hands-on session with an expert in PowerBI that will help you gain working knowledge and specific examples of how to best leverage and build impactful visualisations using Microsoft's PowerBI. As one of the most popular BI tools in the market, PowerBI knowledge is in increasingly high demand and professionals that can master and deliver effective and powerful storytelling with PowerBI will continue to have an advantage in the marketplace.

The course goes through all the building blocks of PowerBI and utilises a variety of datasets across retail, banking and other industries to create a realistic approach to tackling data visualisation solutions. It mimics real-world visualisation projects and takes participants from project definition to data to insights in an interactive and engaging session.

WHO WILL BENEFIT

Anyone who wants to understand how analytics and BI tools and, specifically, PowerBI is driving competitive advantage in teams and organisations but have not had any (or major) exposure to the tool yet. It can also be beneficial to those who want to pursue a change in career and work more closely with BI and data visualisation teams but have not had a chance to figure out how to go about it. Lastly, it can benefit anyone who works (or manages a team) in a business or technical role and uses data to tell stories but want to have a different/new perspective in the field and practical experience to take away.

WHAT OUR CLIENTS SAY

"Really enjoyable course in an exciting and growing subject. Felipe was an enthusiastic, encouraging and engaging presenter!"

Business Intelligence Lead, **Forensicare**

EXPERT COURSE INSTRUCTOR



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Felipe has a unique combination of in-depth technical expertise (including developing code and programming in analytical tools) and a high level of business experience with over a decade working in analytics teams, marketing, research and business strategy. This allows him to identify and understand the issues that impact his clients' businesses and translate them into the complex language of analytics and data science to find the best solutions. Because of this, Felipe is highly in demand with marketing, sales, finance, technology and strategy teams. He excels at delivering robust analytical solutions that are easy to use, understand and implement. Felipe's unique methodology takes a holistic approach to using data and science to improve whole organisational performance and reduce costs.

Felipe is also an analytics instructor with experience disseminating practical, actionable advanced analytics and data visualisation techniques in both classrooms and online settings. The organisations he works with find that partnering with Felipe results in a more engaged and capable workforce. It's not just the organisation as a whole that benefits - individuals feel more prepared to step up to their next challenge and confidently make use of data and analytics in their day-to-day work.

When Felipe is not partnering with clients or helping students, he's a research candidate in Learning Analytics at The University of Sydney. As part of his research, Felipe makes sense of students' digital traces and looks at the role learning analytics dashboards play in influencing learning outcomes. His research has also been focused on exploring patterns of students' engagement and performance profiles in learning environments.

Alongside all this, Felipe is also a blogger, writing regularly on a wide range of topics including predictive analytics, statistical learning and data visualisation. Recognised internationally for his thought leadership, Felipe received over 82,000 visitors to his blog from over 180 countries last year and some of his articles have been ranked #1 in Google search. Felipe is widely referenced by many sources and leading educational institutions including StackOverflow, Udacity, Western Michigan University, UC Santa Barbara and Edinburgh Napier University among others.

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Course Outline

Fundamental topics in analytics and BI

- Explore the fundamentals and historical developments of BI tools and visualisation
- Showcase and explain in layman's terms the latest trends and hot topics in BI tools
- Discuss and define a variety of concepts and use cases in analytics and BI Building and managing a successful capability in your organisation
- Making sense of your organisation's BI and analytics capability and maturity
- Understanding of what makes organisations do BI and basic analytics right
- Introduce and clarify roles, tools, techniques and tactics needed in a BI capability

A brief overview of BI and analytics tools and softwares

- Discuss a variety of BI and analytics tools and software options
- Differences between different types of tools and best practice in utilising them
- Overview of PowerBI in the context of other tools' capabilities and applications

Hands-on Practice: Introduction to analytics in practice

- Explore introductory concepts in statistics and probability
- Explore and work through a simple Exploratory Data Analysis (EDA) exercise
- Utilise a popular business tool to interpret and summarise EDA results

Hands-on Practice: Working as a business analyst in the aviation industry

- Explore an aviation-related dataset in PowerBI to come up with questions
- Answer questions utilising best-practice visualisation techniques in PowerBI
- Publish, present and deliver a concise and impactful data visualisation result

Hands-on Practice: Working as a marketing analyst in the banking industry

- Explore a customer banking dataset in PowerBI to come up with questions
- Answer questions utilising best-practice visualisation techniques in PowerBI
- Publish, present and deliver a concise and impactful data visualisation result

Hands-on Practice: Working as a insights analyst in the retail industry

- Explore a retail dataset in PowerBI to come up with questions
- Answer questions utilising best-practice visualisation techniques in PowerBI
- Publish, present and deliver a concise and impactful data visualisation result BI, data visualisation and analytics in action
- Revisit main themes, tools, techniques and strategies
- Build a practical action plan to apply learnings to your organisation
- Group discussion, final reflections and insights



Would You Like To Run This Course On-Site?

Informa Corporate Learning: On-site & Customised Training

If you have **8+** interested people, an onsite course can be an ideal solution. Speak with **Anton Long** or **Holly Baldwin** on **+61 (02) 9080 4455** to discuss your customised learning solution, or email training@informa.com.au

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Easy Ways to Register

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Course Code	Location	Course Parts	Month	Standard Price	4+ Dels Discount
P20GT25SY	Live Online Training	All 2 Parts	August 20	\$1196 + \$119.60 GST	\$1315.60 Great Savings: When you book 4 or more participants! Call us today on +61 (2) 9080 4395 or email training@informa.com.au to take advantage of the discount offer.

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Informa Corporate Learning – On-site & Customised Training

Informa Corporate Learning has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants.

If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

Why Choose On-site With Informa Corporate Learning?

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- 2. Quality Assured** – We design market-leading training programs, concepts and methodologies, with a 400+ course portfolio. Our rigorously selected 900+ instructor faculty are recognised experts in their field. Quality of their content and delivery methods is assured through continuous monitoring and evolution.
- 3. On-site training** is a cost effective way to train your people and achieve your defined outcomes.

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