



Data Analytics and Visualization With Tableau or Power BI

*COVID-19 has changed the way we
live and work overnight*

McKinsey
& Company

Relevance of Digital Skills

With the emergence of the Digital Economy, technological developments and innovation have altered the business landscape and consumer preferences. As a result, companies are having to rewire their businesses, adopt digital technologies and also reskill their workforce. Moreover, the pandemic has fundamentally changed the way we work and live, thereby accentuating the need for reimagining business models and reskilling.

According to McKinsey & Company, **Digital Skills** is one of the four key skill sets needed for an organization's success in the post Covid era. Regardless of the industry sector or function, most employees will need basic digital skills to perform in an environment where interfaces with customers, suppliers and other stakeholders would have changed.

How will Skills in Data Analytics help you?

Knowledge of analytics will be an essential skill that employees would be expected to possess in the **new normal**, irrespective of their role. As illustrated below, analytics is required by every function and acquiring skills in data analytics will help in:

- Understanding importance of data management and deriving insights from raw data
- Learning how data analytics and visualization can be used to make better decisions and managing tasks more effectively.

Manufacturing



Process Improvement
Predictive Maintenance
Warranty and Spares
Demand Forecasting

Right Fit
Performance & Productivity
Retention
Employee Engagement



Supply Chain

Inventory Management
Space Optimization
Distribution Optimization
Demand Forecasting

Finance



Cash Flow Analysis
Profitability Analysis
Financial Forecasting
Risk Management

Data Management
Business Intelligence
Data Modelling
Predictive Analytics

Information Technology



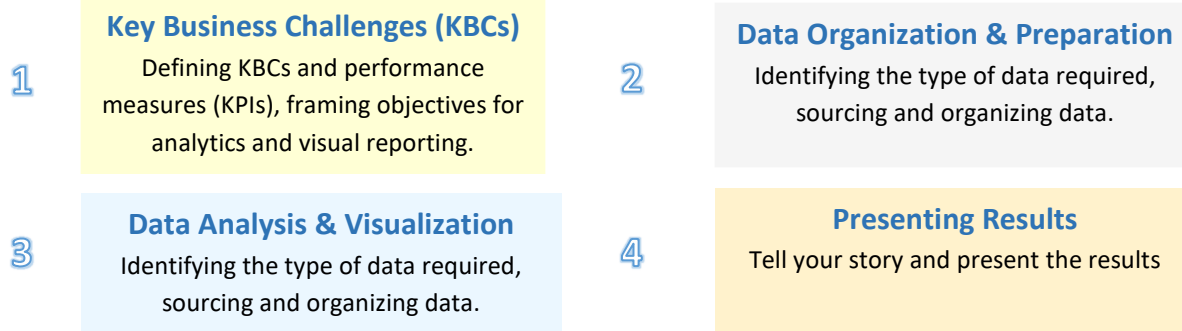
Sales



Customer Segmentation
Campaign Effectiveness
Customer Churn
Sales Forecasting

Learning Objectives

This training program is aimed at facilitating participants to gain an understanding of application of analytics and the tools that can be used to obtain more powerful insights from raw data. Business analytics is effective only when a well-defined model is used. Hence, we have designed a training program which will help participants use the following framework to apply analytics skills:



Training Program

This training program on 'Data Analytics and Visualization for Managers' will Tableau or Power BI is aimed at training industry professionals on widely used business intelligence and visualization software that is used by most leading organisations worldwide. Both these software tools have user-friendly drag-and-drop features which can be used by people without programming skills to explore, analyze, visualize and present data in through impactful charts and dashboards. In this program participants will understand the importance of analytics to address key business challenges and learn how to use Tableau or Power BI to analyze data using basic statistical techniques, perform scenario analyses and present their findings through compelling visual reports and dashboards.

[More details in curriculum](#)

Program Delivery

The training will be delivered in an online mode. The format will be a combination of discourse, breakout sessions and knowledge sharing for participants to internalize their learning. The training will be conducted in sessions of 3 hours each spread over 6-8 days.



Who Should Attend

Individual contributors and managers from any industry will benefit from this training program.

In the digital era, professionals must reskill and upskill to remain relevant and in demand.

For more information please call 74394 81638 or send a mail to swarup.dutta@kaalp.com

Curriculum

TOPICS	TECHNIQUES IN TABLEAU	TECHNIQUES IN POWER BI
KEY BUSINESS CHALLENGES		
Evaluating Key Business Challenges	Evaluating Business Background, Framing Business Objectives, Defining the analytics outcomes and identifying the KPIs and constraints.	Evaluating Business Background, Framing Business Objectives, Defining the analytics outcomes and identifying the KPIs and constraints.
DATA ORGANISATION & PRESENTATION		
Data Preparation	Date Type, Filtering and Sorting String Calculations Number Calculations Type Conversion Parameters Filtering Conditions Filtering Measures	DAX formulas, expressions, applications and best practices Syntax rules, calculated columns and measures Row and Filter context Time Intelligence functions Power BI editor Data models with relationships, custom sorting & date dimension tables.
Data Organisation	Dimensions and Measures. Advantages of Tableau. Merging Data - Inner, Outer and Cross Join, Extract data, Connecting to Excel, CSV Text Files. Connecting to Databases Working with Data Analyzing and Formatting	Difference between the various data sources Connect Power BI to a data source Clean and transform data to ensure data quality Load the data to the Power BI Data Model Importing data via queries and transform data into usable, meaningful tables
DATA ANALYSIS & VISUALIZATION		
Create Basic Visualization	Bar chart Geographic map Crosstab report Scatter plot Line chart Tableau Workbook windows and Visual cues	Bar chart Geographic map Crosstab report Scatter plot Line chart Visual cues
Visual Analytics	Introduction to Visual Analytics Pareto Charts Waterfall Charts Bump Charts Funnel Charts Bollinger Bands Motion chart	Create and format reports using Power BI Page Backgrounds and Templates Visualizations to display the data Use drill through and drill down Create and manage slicers with use of filters Explore visual interactions Review Bookmarks
PRESENTING RESULTS		
Tell Your Story	Histograms Sorting Grouping Sets Tree maps, word clouds and bubble charts	Build additional reports in the Power BI Service Compile and configure reports into a Dashboard Construct a Power BI Mobile dashboard Add a Quick Insights results to a report Implement and use Q&A visual
Advanced Use of Charts, Dashboards and Visualization	Dashboard Development & Sharing Data Calculations, Aggregate, User, Table and Logical Calculations	Dashboard development & modification Interactions between charts, Data Calculations, Aggregate, Logical and User Calculations Create interactive dashboards
Sharing your Work	Tableau data source Tableau Data extract Tableau workbook Tableau packaged workbook	Explore how to share dashboards and reports Time sharing tips Explore comments in reports and dashboards Format Row Level Security Explore Object Level Security

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