

BI & Data Analysis Fundamentals Workshop - 10 Hours

Course Overview:

This introductory course provides a foundational understanding of Business Intelligence (BI) concepts and practical data analysis techniques using Microsoft Excel. Participants will learn how BI supports business decision-making, how data warehouses are structured and modeled, and how to analyze and visualize business data effectively.

The course bridges conceptual understanding with hands-on practice, covering BI architecture, data warehouse concepts, ETL basics, data models (multidimensional and tabular), and KPI-driven analysis. By the end of the course, participants will be able to identify meaningful business metrics, analyze data using Excel, and build simple KPI dashboards to support data-driven decisions.

What Participants Gain?

- Understanding core BI concepts and how BI supports business decision-making
- Applying basic data analysis techniques in Excel
- Understanding Data Warehouse concepts and data models (multidimensional & tabular)
- Using ETL concepts to move and prepare data for analysis
- Defining meaningful business metrics and KPIs
- Building simple KPI dashboards in Excel

Target Audience

- Entry-level Data Analysts
- BI and reporting professionals at the beginning of their career
- Business users who work with data and reports
- Managers and team leads who want to better understand BI and KPIs
- Professionals transitioning into BI / Data Analysis roles

Prerequisites

- Basic familiarity with working in Excel
- General understanding of business processes
- No prior experience in BI or data analysis is required

Course Syllabus:

Overview of Business Intelligence (BI) and its applications.

Introduction to data analysis techniques in Excel.

- What is Business Intelligence (BI)?
- The Data Warehouse.
- Data Warehouse Data Modelling Concepts.
- Analysing Data Warehouse Data using Excel.
- Transfer and manipulate Data - Overview of Integration Tools (ETL).
- Data Models
 - Multidimensional Models
 - Tabular Models
- BI Tools and Usage Overview.

Introduction to Business Metrics and Key Performance Indicators (KPIs)

- Defining business metrics and KPIs.
- Creating KPI dashboards in Excel.