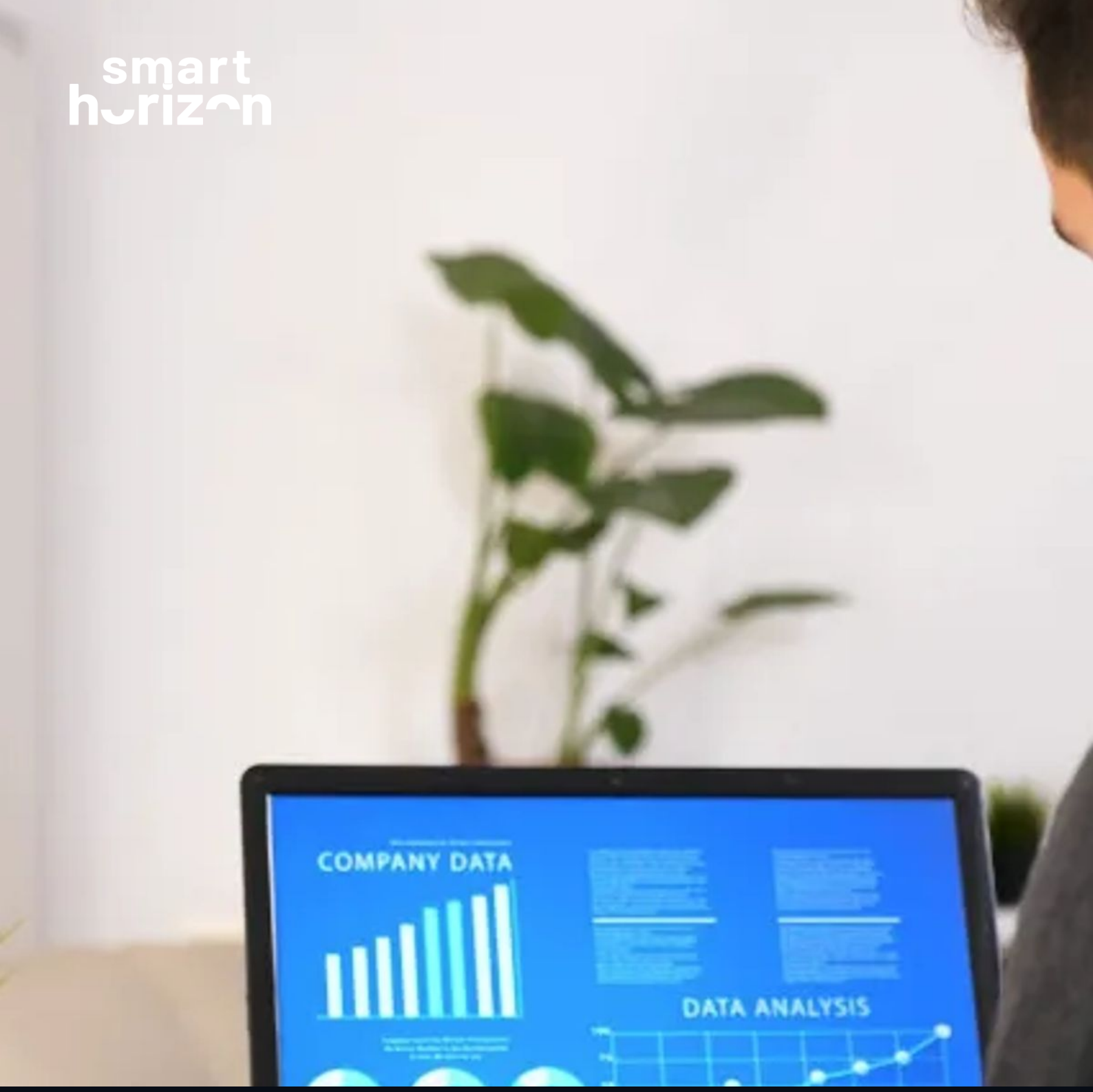


DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Microsoft Power BI: Data Analysis & AI Dashboards

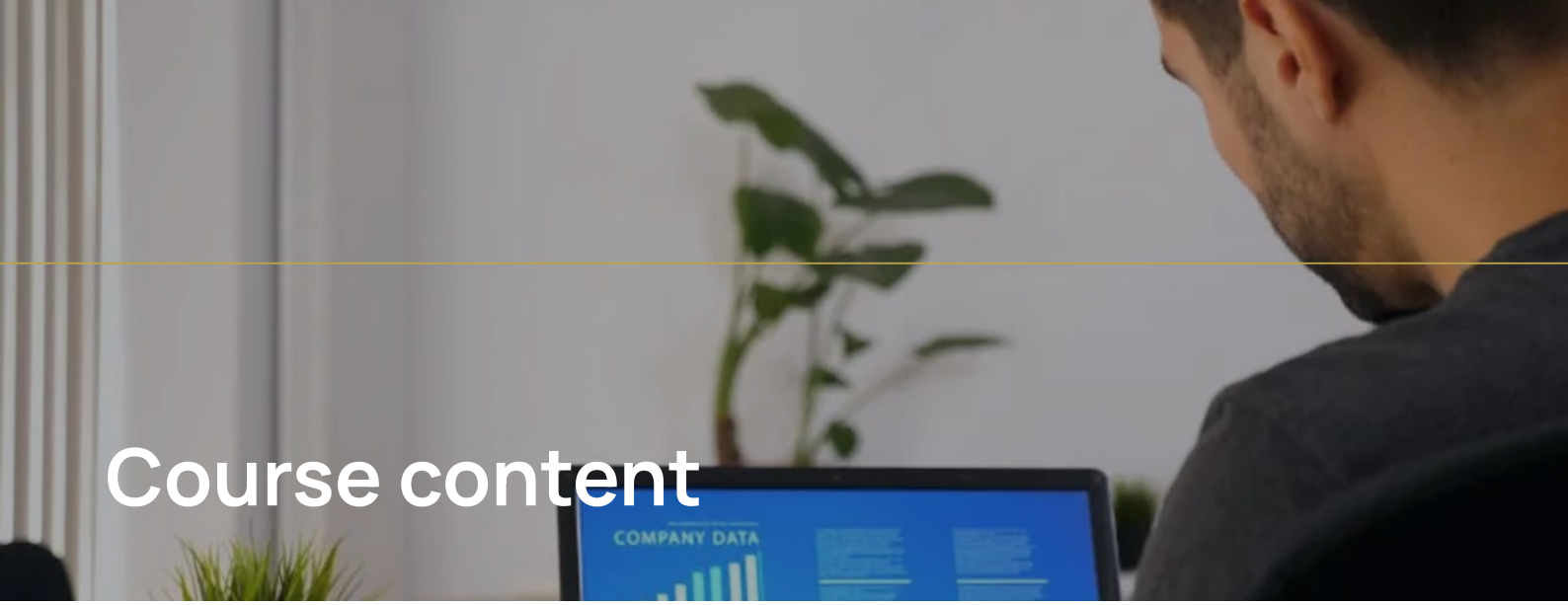
5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

This course equips professionals with the skills to leverage Microsoft Power BI for data analysis and AI-driven dashboard creation. Participants will learn to transform raw data into actionable insights, enabling informed decision-making and enhanced business performance.

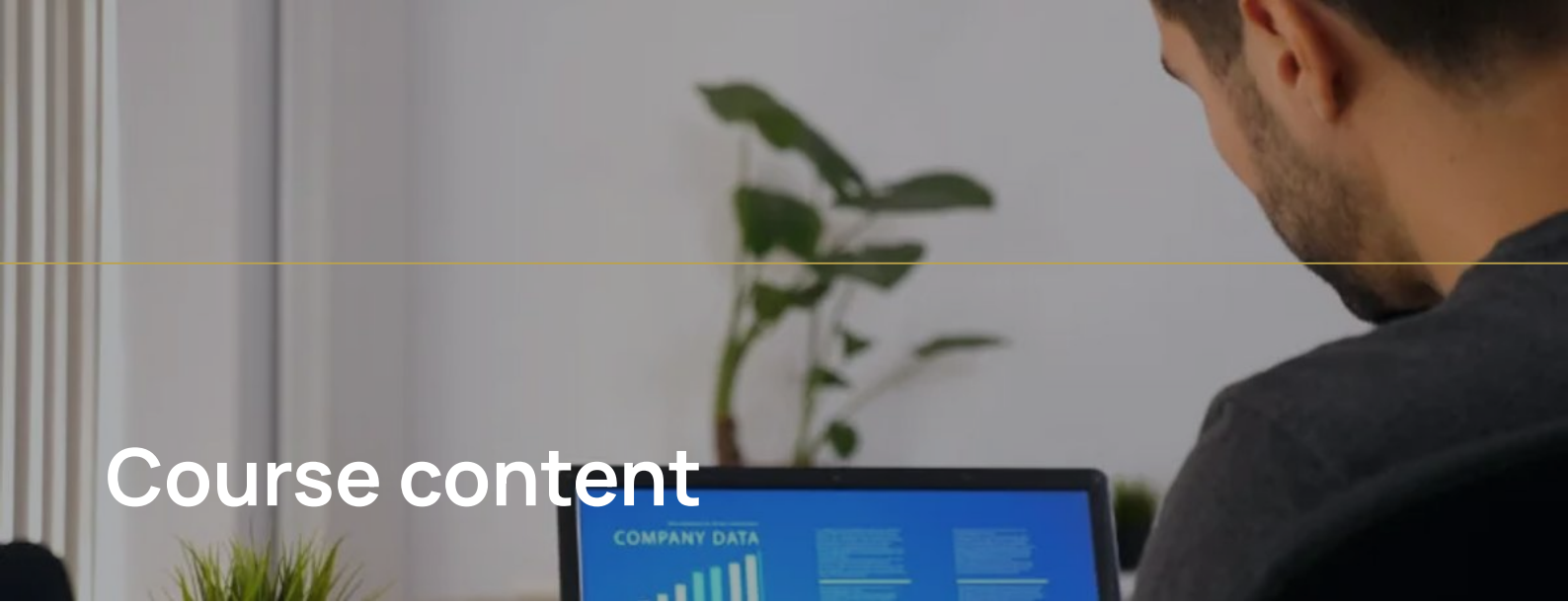
Data-driven decision-making is crucial for modern businesses, yet many professionals struggle to effectively analyse and visualise data. This course addresses the challenge of converting complex datasets into understandable insights using Microsoft Power BI. Participants will learn to create AI-enhanced dashboards that facilitate real-time analysis and reporting, ensuring they can meet organisational demands for clarity and efficiency. By mastering these tools, participants will be better positioned to drive strategic initiatives and improve operational outcomes, making their contributions invaluable in a competitive landscape. Additionally, they will develop the ability to identify key performance indicators and tailor their analyses to specific business contexts, enhancing their overall effectiveness.
Professionals will engage in hands-on exercises that simulate real-world scenarios, allowing them to practise creating dashboards tailored to specific business needs. They will gain practical capabilities in data modelling, visualisation techniques, and AI integration, empowering them to present data compellingly and make strategic decisions based on their analyses. This practical experience is essential for those looking to advance their careers in data analytics and business intelligence, as they will leave equipped with the skills to not only analyse data but also to communicate insights effectively to stakeholders. Participants will also learn how to interpret data trends and make informed recommendations, further enhancing their value within their organisations.

Professional Problems This Course Is Designed to Solve

- Fragmented data and time-consuming manual reporting.
- Dashboards that obscure rather than clarify performance.
- Difficulty modelling data and validating AI-assisted insights.

Course methodology

The course employs interactive workshops, case studies, and hands-on exercises to build practical capabilities in Microsoft Power BI. Participants will engage in data modelling exercises, create visualisations, and integrate AI features through guided simulations. Each session culminates in a tangible output, such as a fully functional dashboard or a data analysis report, demonstrating their newly acquired skills in a professional context. The use of real-world scenarios ensures that participants can relate their learning to their current roles, enhancing retention and application of knowledge in their work environments. Feedback sessions will reinforce learning and encourage collaborative problem-solving among participants, ensuring they leave with a comprehensive understanding of the subject matter.



Course content

Course objectives

By the end of this course, participants will be able to:
• Construct interactive dashboards using Power BI that meet specified business requirements.
• Analyse data sets to identify trends and insights relevant to organisational goals.
• Integrate AI capabilities within Power BI to enhance data visualisation and interpretation.
• Design data models that optimise performance and usability in Power BI.
• Evaluate the effectiveness of different visualisation techniques for specific data types.
• Prioritise data sources and metrics to align with strategic business objectives.

Target audience

This course is suitable for:
• Data Analysts seeking to enhance their analytical skills with Power BI.
• Business Intelligence Professionals aiming to create impactful dashboards.
• Marketing Analysts who need to visualise campaign performance data effectively.
• Financial Analysts looking to improve reporting accuracy and efficiency.
• IT Professionals responsible for data management and reporting solutions.

Target competencies

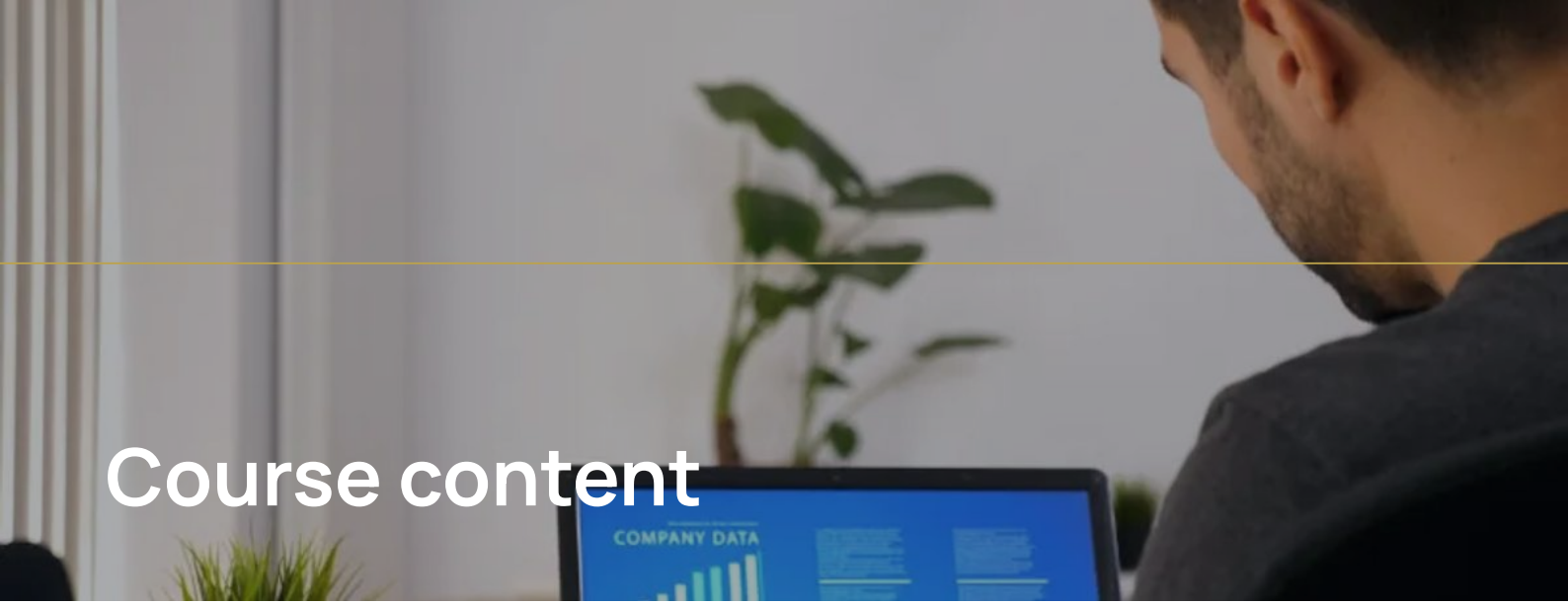
Participants will develop competencies in:
• Proficient in data modelling and transformation techniques using Power BI.
• Skilled in creating dynamic and interactive data visualisations.
• Able to apply AI features to enhance data analysis and reporting.
• Competent in evaluating and selecting appropriate visualisation methods.
• Capable of aligning data analysis with business strategy and objectives.
• Experienced in presenting data insights to stakeholders effectively.

Course outline

Day 1: Introduction to Power BI and Data Analysis

Applied activity: Participants will connect to a sample dataset, perform data cleaning using Power Query, and prepare the data for analysis. They will explore various data sources and demonstrate their understanding of data connections, ensuring the data is ready for visualisation.
Output: A cleaned dataset ready for analysis in Power BI, demonstrating data integrity.

09:00–09:54	Overview of Power BI interface and functionalities, including navigation and key features.



Course content

09:54–10:48	Understanding data sources and establishing data connections for analysis.
10:48–11:00	Introduction to data transformation and cleaning techniques using Power Query.
11:00–11:30	**Coffee break**
11:30–12:12	Introduction to data transformation and cleaning techniques using Power Query. (continued)
12:12–13:06	Exploring Power Query for data preparation and manipulation tasks.
13:06–14:00	Best practices for data analysis in Power BI, focusing on accuracy and efficiency.

Day 2: Creating Effective Visualisations

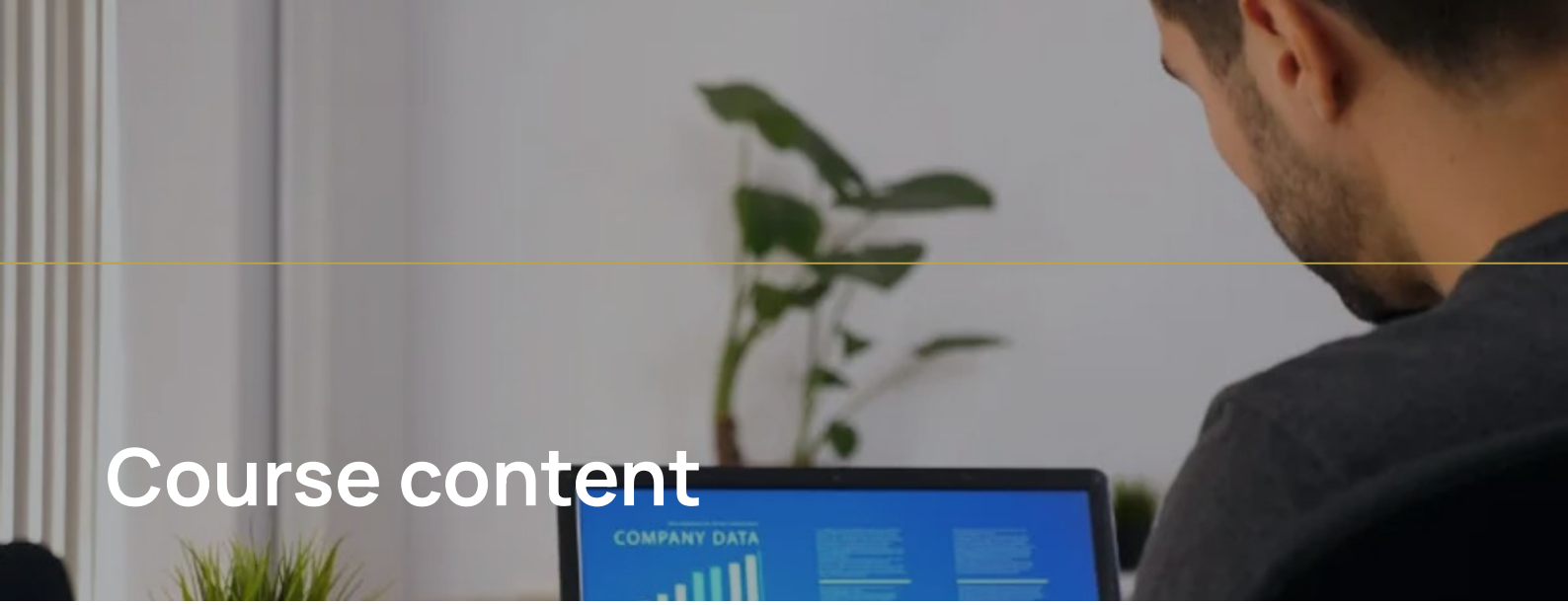
Applied activity: Participants will create a series of visualisations from the cleaned dataset, applying customisation techniques to enhance clarity and storytelling. They will design a dashboard layout that effectively communicates insights and engages users, focusing on user interaction.
Output: A dashboard prototype featuring multiple visualisations and interactive elements.

09:00–09:54	Principles of data visualisation and storytelling to communicate insights effectively.
09:54–10:48	Building basic visualisations: charts, tables, and maps tailored to specific data types.
10:48–11:00	Customising visuals for clarity and impact, including colour schemes and labels.
11:00–11:30	**Coffee break**
11:30–12:12	Customising visuals for clarity and impact, including colour schemes and labels. (continued)
12:12–13:06	Using slicers and filters to create interactive dashboards that enhance user experience.
13:06–14:00	Best practices for dashboard layout and design to improve usability and engagement.

Day 3: Advanced Data Modelling Techniques

Applied activity: Participants will develop a comprehensive data model by defining relationships and creating DAX measures. They will implement row-level security to control data access based on user roles, ensuring data integrity and confidentiality in reporting.
Output: A fully functional data model with security features and DAX calculations.

09:00–09:54	Understanding relationships between data tables and how to create them in Power BI.
09:54–10:48	Creating calculated columns and measures using DAX to derive insights.
10:48–11:00	Optimising data models for performance and scalability in reporting.
11:00–11:30	**Coffee break**



Course content

11:30–12:12	Optimising data models for performance and scalability in reporting. (continued)
12:12–13:06	Implementing row-level security in Power BI reports to control data access.
13:06–14:00	Using parameters and what-if analysis in dashboards to explore scenarios.

Day 4: Integrating AI Features in Power BI

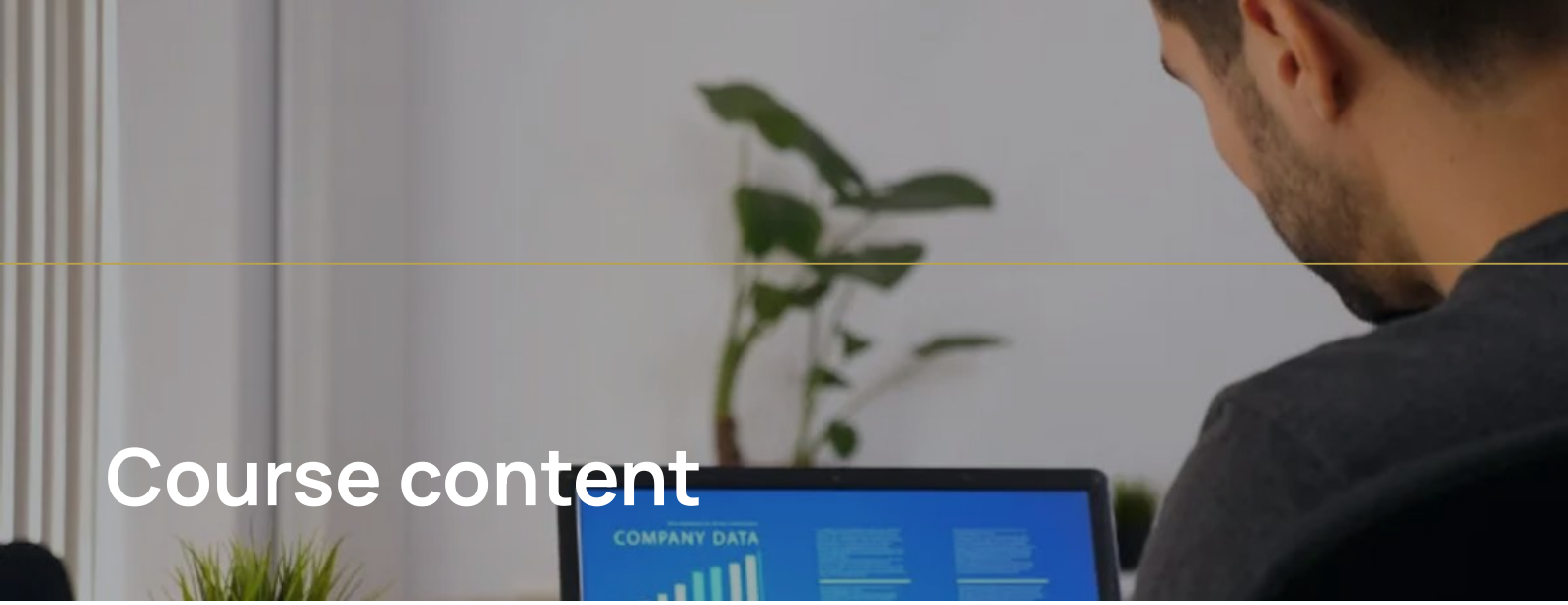
Applied activity: Participants will integrate AI visuals into their dashboards, using Key Influencers to analyse data trends and AutoML to create predictive models based on historical data. They will evaluate the effectiveness of these AI features in enhancing their dashboards and user experience.
Output: An enhanced dashboard featuring AI-driven insights and predictive analytics.

09:00–09:54	Overview of AI capabilities in Power BI and their applications in data analysis.
09:54–10:48	Using AI visuals: Key Influencers and Decomposition Tree for deeper insights.
10:48–11:00	Implementing AutoML for predictive analytics and forecasting trends.
11:00–11:30	**Coffee break**
11:30–12:12	Implementing AutoML for predictive analytics and forecasting trends. (continued)
12:12–13:06	Exploring Q&A features for natural language queries to enhance user interaction.
13:06–14:00	Best practices for interpreting AI-generated insights and integrating them into reports.

Day 5: Capstone Project: Building a Comprehensive Dashboard

Applied activity: Participants will work in teams to create a comprehensive dashboard that integrates data modelling, visualisation, and AI features. They will present their dashboards to a mock stakeholder panel for evaluation and constructive feedback, focusing on clarity and impact.
Output: A final, polished dashboard ready for presentation, incorporating feedback.

09:00–09:54	Defining project scope and objectives for the dashboard based on business needs.
09:54–10:48	Integrating all learned techniques into a cohesive project for practical application.
10:48–11:00	Collaborating in teams to simulate real-world scenarios and challenges.
11:00–11:30	**Coffee break**
11:30–12:12	Collaborating in teams to simulate real-world scenarios and challenges. (continued)
12:12–13:06	Presenting dashboards to stakeholders for feedback and improvement suggestions.
13:06–14:00	Iterating based on feedback to enhance the final product and ensure it meets requirements.



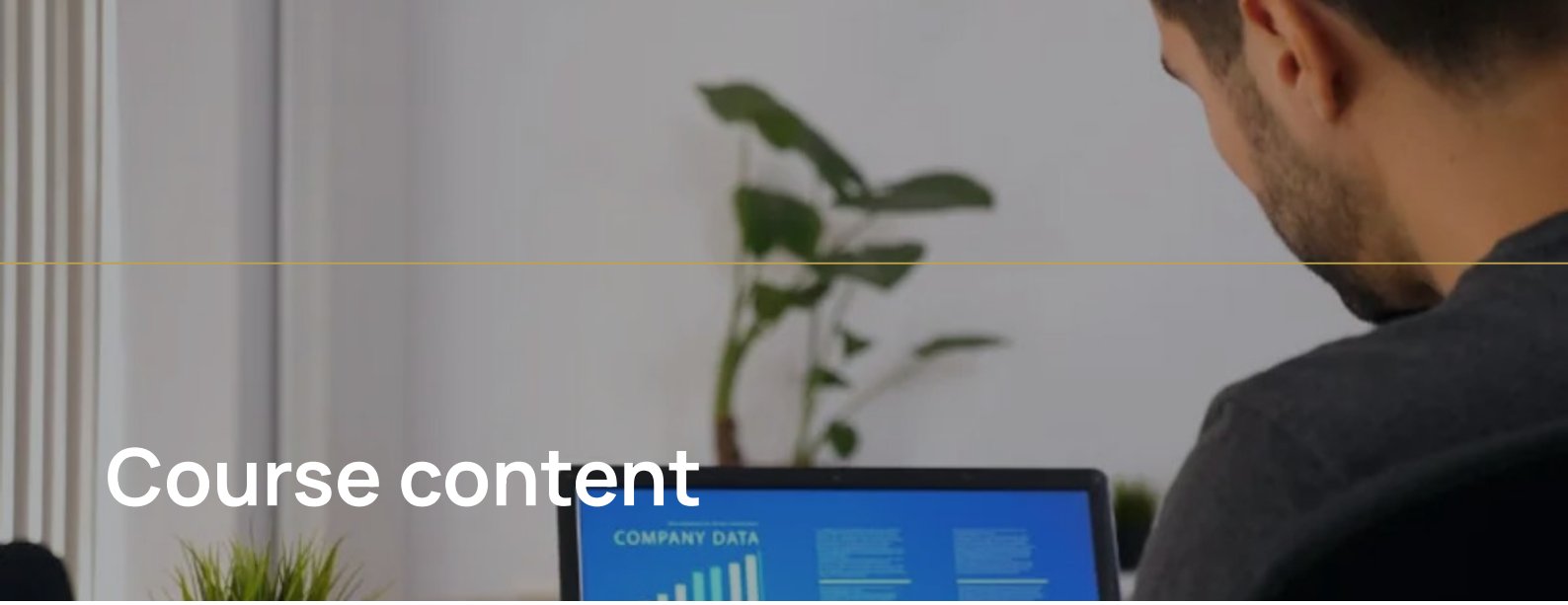
Course content

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

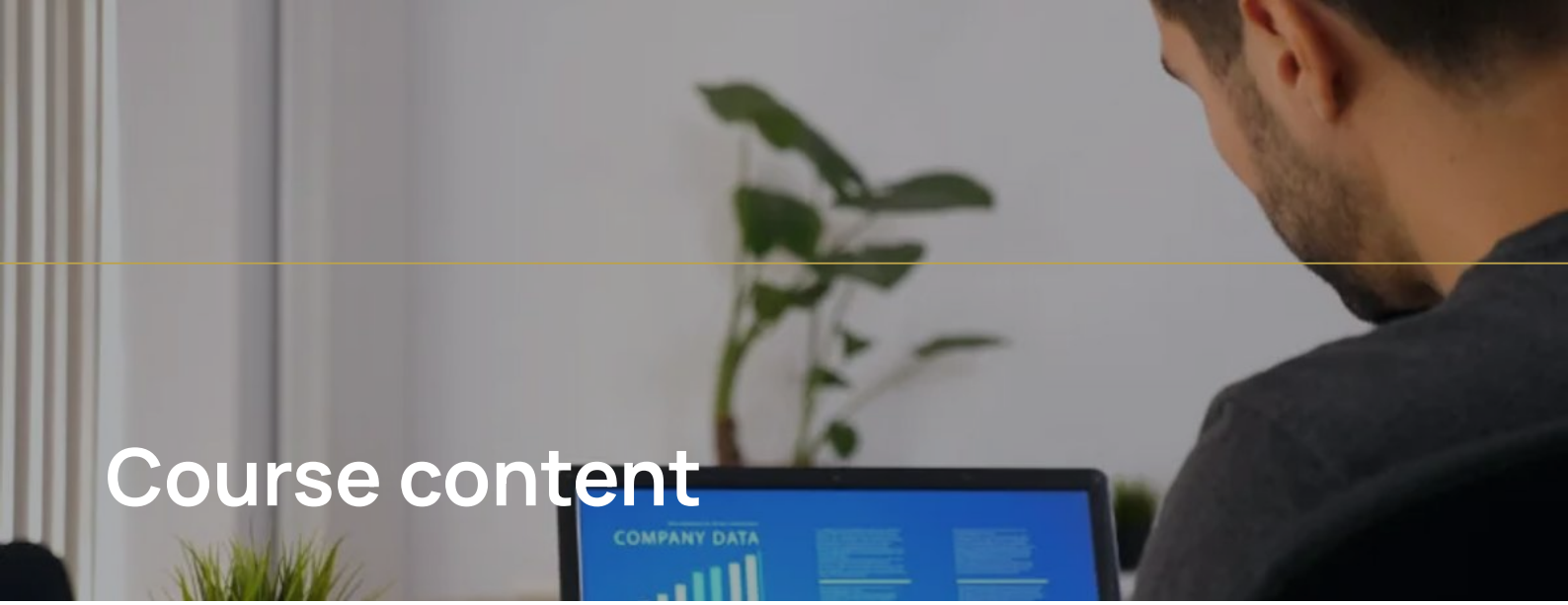
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Rome Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

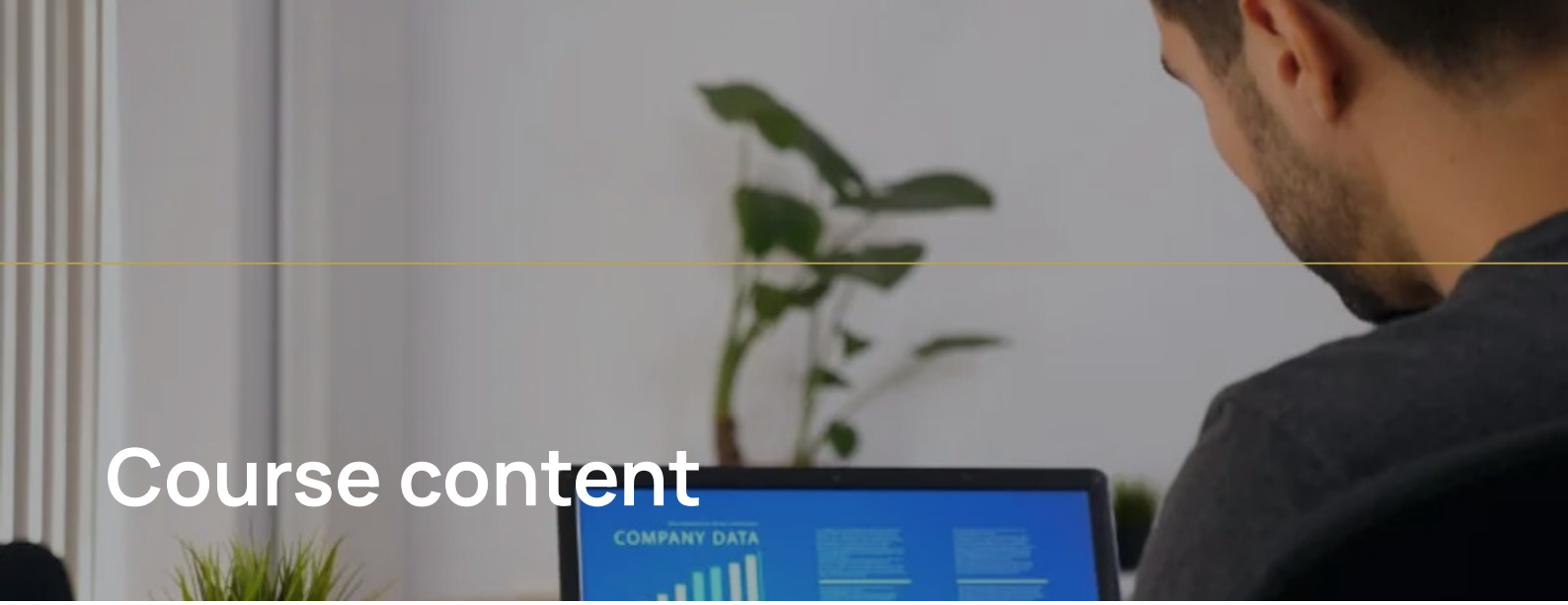
Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,820.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

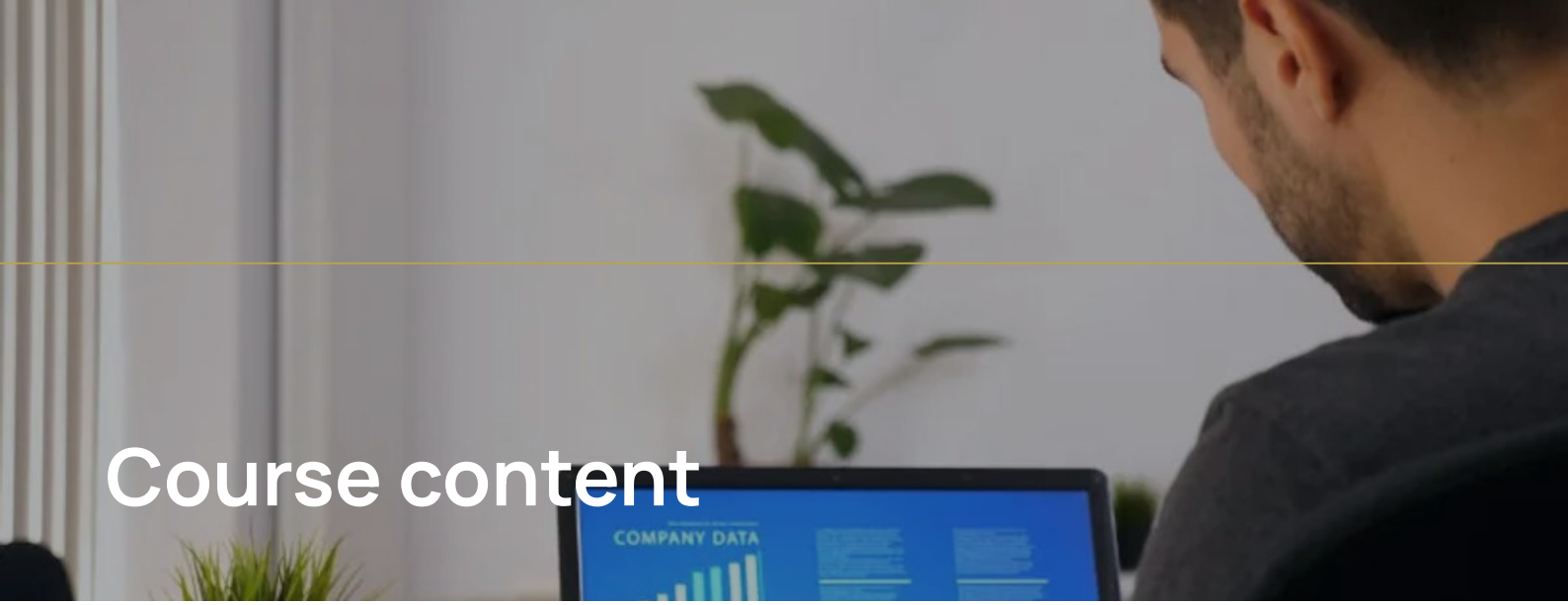
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Vienna Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,940.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

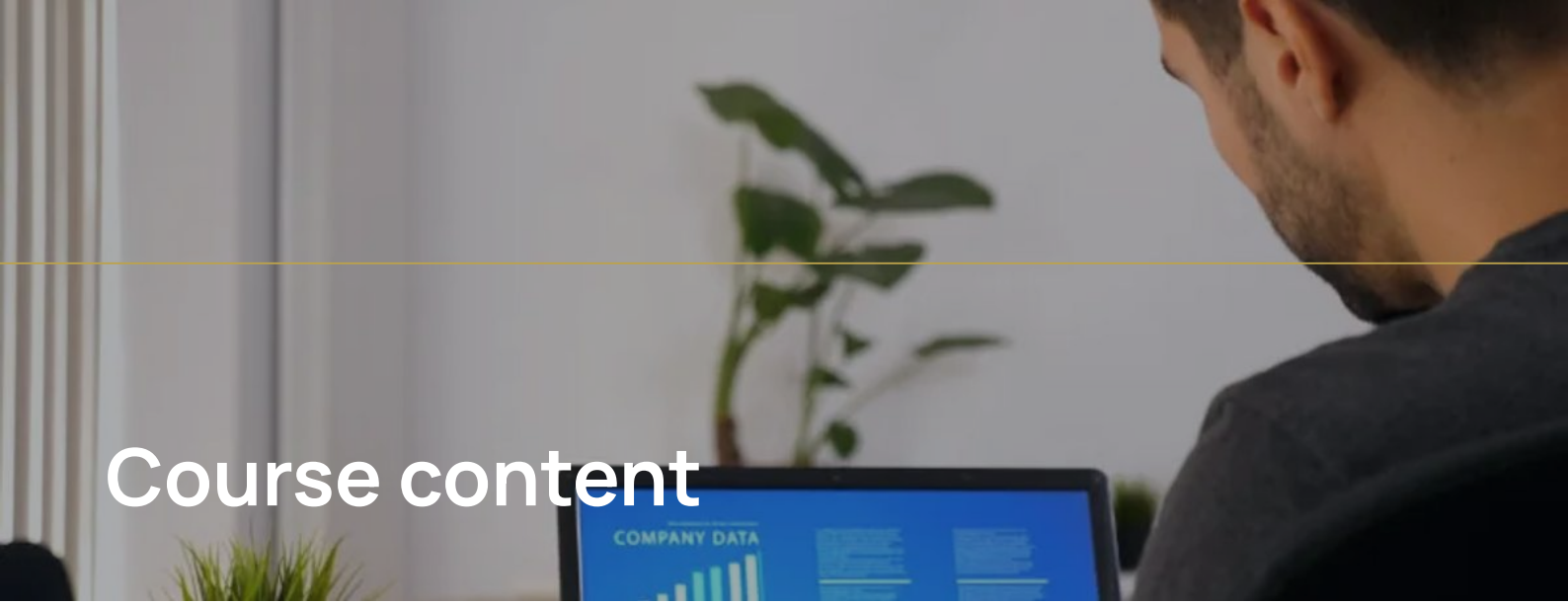
Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Rome Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,820.-**



Course content

Dates, venues and fees (continued)

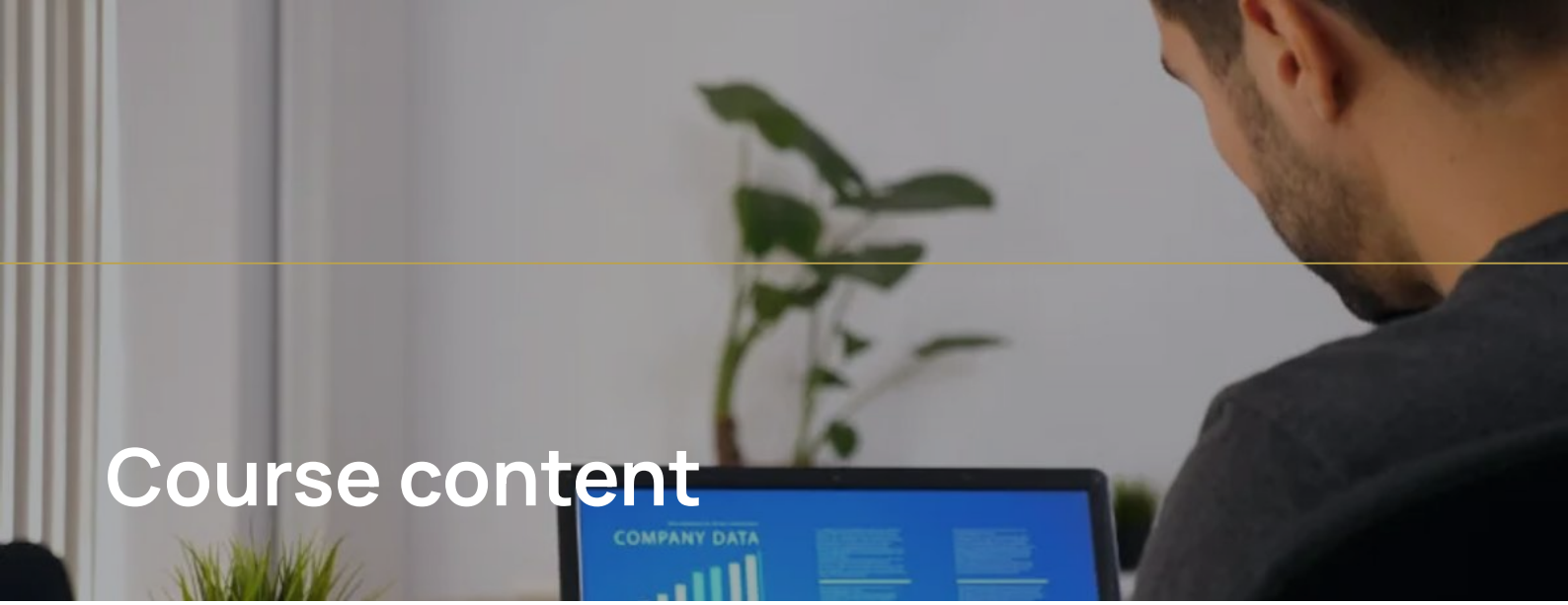
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,890.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

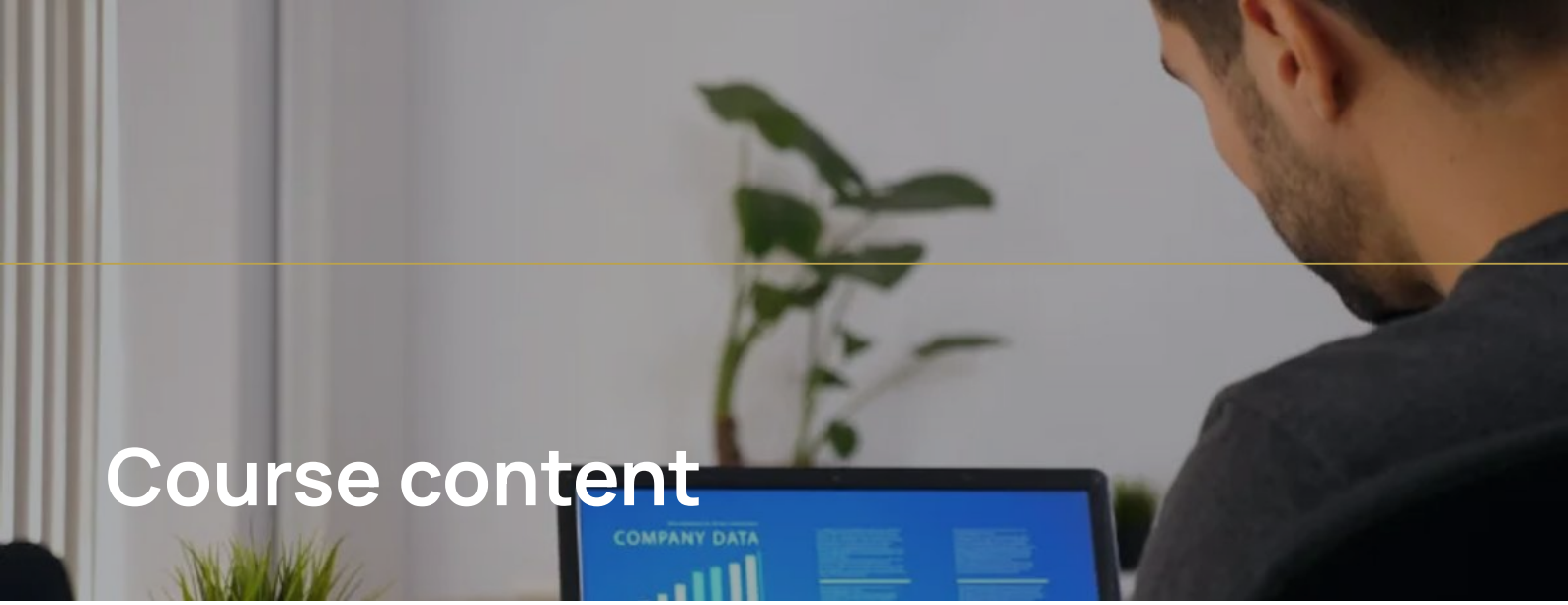
Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,890.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**



Course content

Dates, venues and fees (continued)

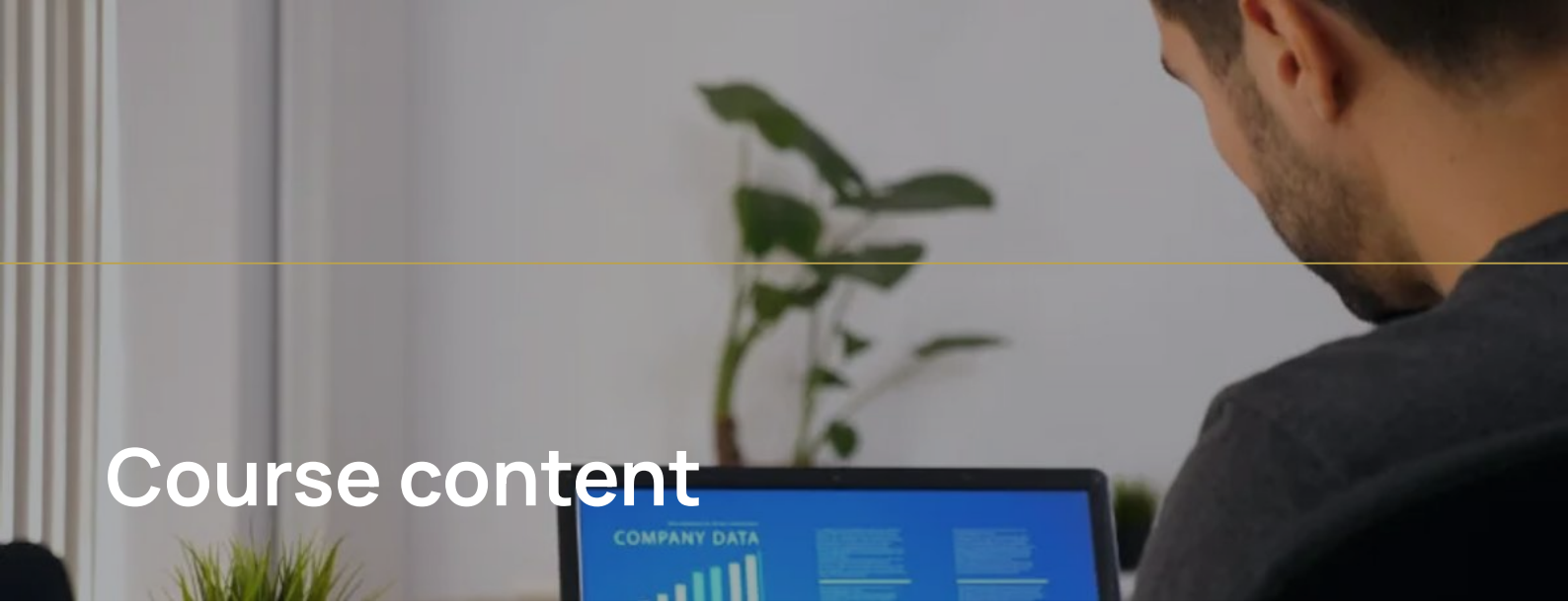
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,840.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

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