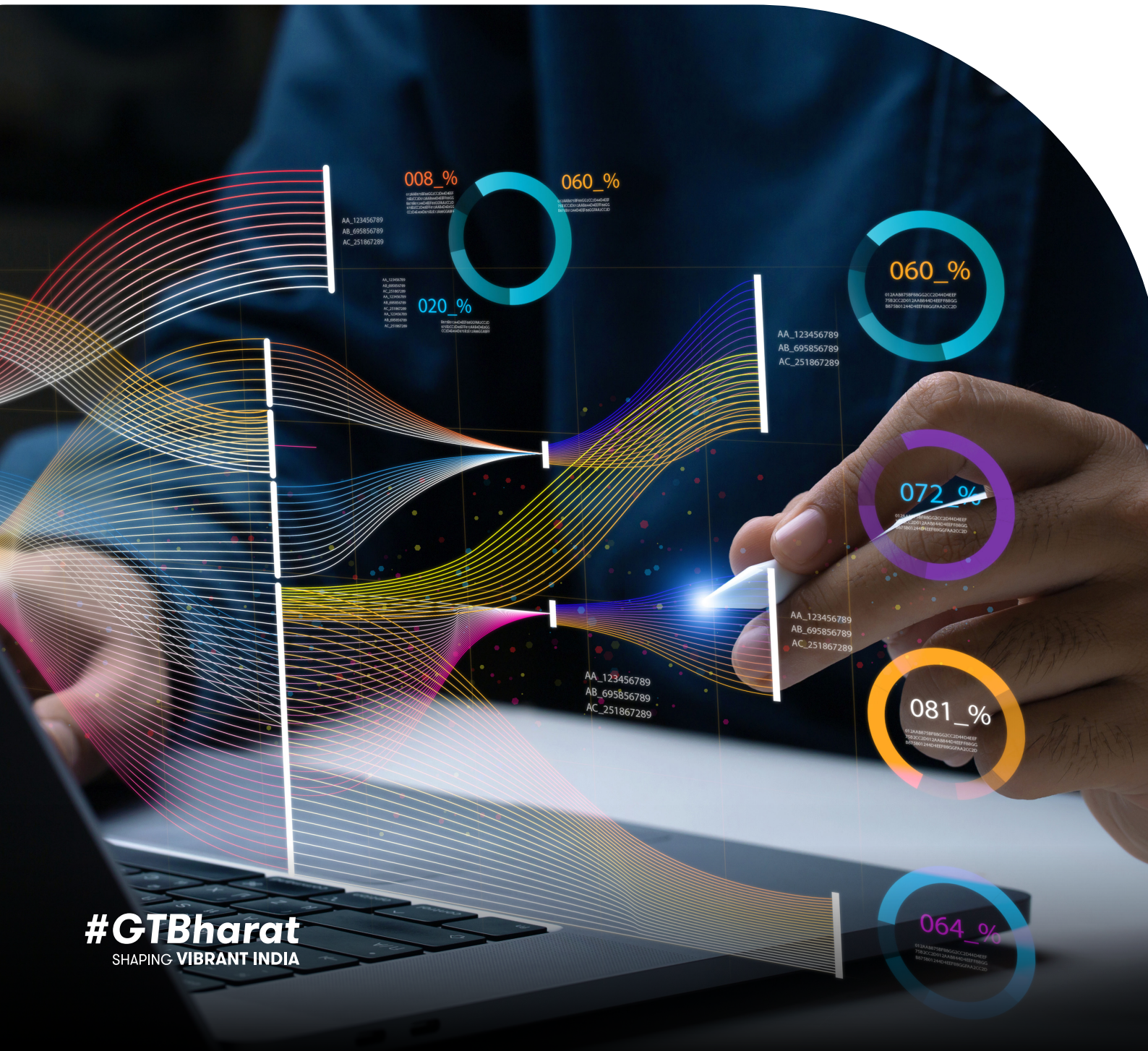


Certificate in Business Intelligence using Power BI and Tableau

Transform raw data into real impact with business intelligence tools





About the programme

We generate vast amounts of data every day and use it to make informed decisions. To make this data truly useful, we must learn how to interpret and apply it effectively. Raw data holds little value unless we can visualise, understand, and act on it. That's where powerful tools like Power BI and Tableau play a vital role. These tools automate dashboards, reduce manual reporting, and enable faster, smarter decision-making. By mastering them, professionals not only gain a competitive edge but also become key drivers of business performance. Whether analysing financials, tracking marketing efforts, studying workforce trends, or streamlining supply chains, Power BI and Tableau offer the flexibility to support diverse industries.

LearninGT by Grant Thornton Bharat offers a **Certificate in Business Intelligence using Power BI and Tableau** to help participants apply these tools in managing data across various business functions. Participants engage with immersive case studies in - finance, marketing, human resources and supply chain, where they learn to connect, clean, and transform raw data, and design optimised, interactive dashboards that deliver actionable insights.



Learning outcomes

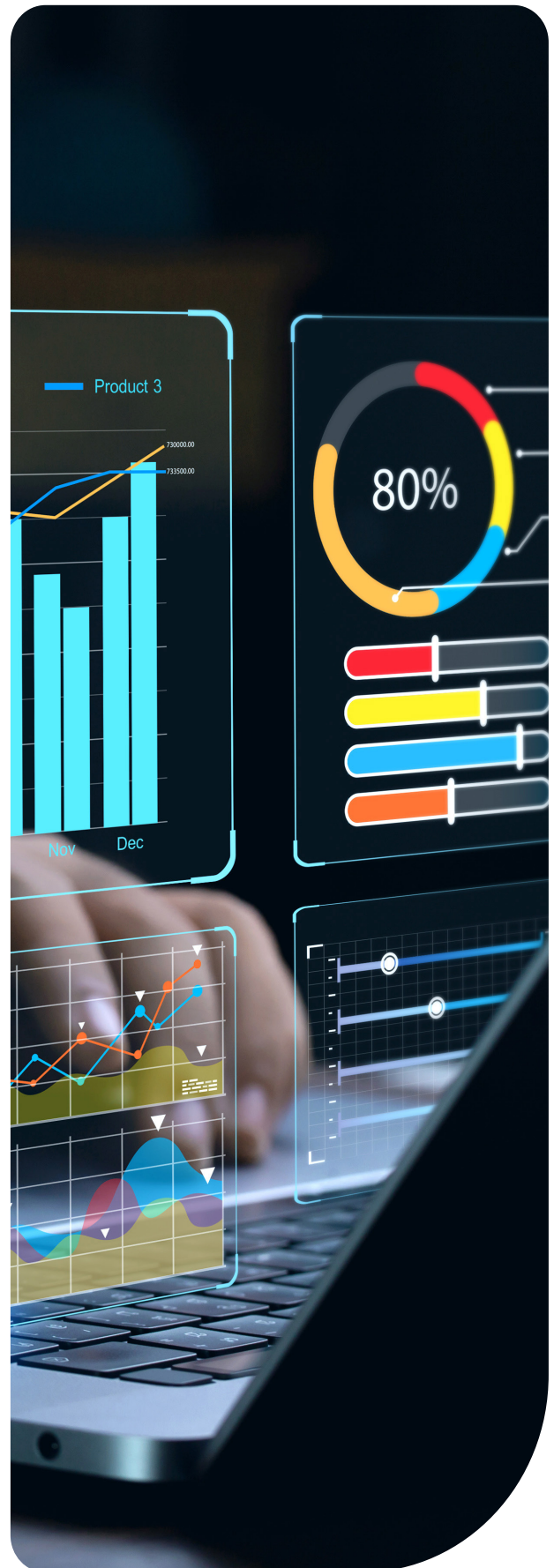
After completing the course, the participants will be able to:

- Learn how to transform data using Power BI and Tableau across various business functions.
- Use Power Query and data analysis expressions (DAX) formulas to connect, clean, and transform data.
- Create interactive dashboards and reports using visuals like key performance indicators (KPI) cards, decomposition trees, maps, and charts.
- Publish and share reports and dashboards securely within their organisation.
- Apply AI-powered features in Power BI and Tableau to enhance data interpretation.



Who should attend?

- Entrepreneurs
- Business analysts
- Business intelligence professionals
- Project managers
- Functional heads



Programme coverage

Part 1: Power BI

Introduction to Power BI

- Power BI intro
- Architecture of Power BI
- Power BI application overview
- Dashboards and reporting

Case study 1: Supply chain department

- Problem statement
- Data connection and loading
- **Data preparation and transformation**
 - Cleaning data with power query
 - Data model optimisation
 - Data cleaning
 - Create calculated columns and DAX formulas
- **Sales report**
 - KPI card measures
 - Clustered column chart
 - Area chart
 - Tree map chart
 - Decomposition tree
- **Delivery report**
 - Donut chart, stacked column chart
 - Q&A visual in Power BI
 - Stacked column chart
 - Slicers
- **Customer analysis**
 - Pie chart, stacked bar chart, key influencer chart, line chart
 - Publishing and sharing
 - Creating dashboards
 - Embed Power BI dashboards in other applications

Case study 2: Finance department

- Introduction to Finance case study
- Data connection and loading
- Data preparation and transformation
- **Data modelling and relationships**
 - Constructing data model and establishing relationships
 - Integrate multiple tables and organising data model
 - Creating DAX formulas
- **Revenue and income insights**
- **Table with conditional formatting**
 - Slicer
 - Waterfall chart
 - Bar and column chart
 - Stacked column chart
- **Accounts receivable dashboard**
 - Customers by the highest overdue payment
 - Total receivables per aging group
- **Aging analysis matrix**
 - KPI card measures
- **Sales performance dashboard**
 - KPI cards
 - Line and stacked column chart
 - Table, waterfall chart, stacked bar chart
- **Sales analysis by region**
 - Map, donut chart, stacked bar chart, line chart
- **Product analysis**
 - Bar chart, tree map, ribbon chart, scatter chart
- **Security implementation**
- **Publishing and sharing**

Case study 3: Marketing department

- Introduction to marketing case study
- Data connection and loading
- **Data preparation and transformation**
 - Data cleaning and transformation
 - Creating DAX formulas
- **Marketing campaign analysis**
 - Waterfall chart, donut chart, pie chart, clustered column chart
 - KPI charts
- **Campaign performance**
 - Line and clustered column chart, scatter chart, decomposition tree, sunburst chart
- **Power automate integration for workflow automation**
 - Flow to send a message, flow to update an Excel sheet
- **KPIs by leadership role**

Case study 4: Human resource

- Problem statement on Human Resource
- Data connection and loading
- **Data preparation and transformation**
 - Cleaning data with Power query
 - Data model and calculated columns
 - Creating DAX formulas
- **Workforce distribution analysis**
 - Tree map, stacked bar chart, sunburst chart, pie chart
 - KPI chart measures
- **Drill through report**
- **Employee demographics dashboard**
 - Filled map, donut chart, line and clustered column chart, bar chart
 - KPI card measures
 - Use of bookmarks
- **Attrition trends and salary drivers**
 - Area chart, stacked column chart
 - Key influencers
 - Smart narratives
- **Security implementation**
- **Publishing and sharing**
- **KPIs by leadership role**

Part 2: Tableau

Introduction to Tableau

- Introduction to Tableau
- Architecture of Tableau
- Tableau application overview
- Dashboards and reporting

Case study 1: Finance department

- Introduction to Finance case study
- Data connection and loading
- Understanding the data
- Income data preparation using Tableau prep
- Data preparation and transformation
- **Revenue and income insights**
 - Table with conditional formatting
 - Bar or column charts

- Stacked column chart
- Creating the revenue insights dashboard
- **Sales performance dashboard**
 - KPI cards
 - Line and stacked column chart
 - Waterfall chart
 - Creating the sales performance dashboard
- **Sales analysis by region**
 - Visuals: Map, pie chart, stacked bar chart, line chart
 - Creating the sales analysis dashboard
- **Product analysis**
 - Bar chart, tree map, bump chart, scatter chart
 - Creating the product analysis dashboard
- **Publishing and sharing**

Case study 2: Marketing department

- Introduction to marketing case study
- **Data preparation, cleaning and transformation**
 - Understanding the dataset
 - Data cleaning with Tableau prep
 - Importing cleaned data to Tableau desktop
 - Create calculated fields and aggregations
- **Marketing campaign analysis**
 - Gantt bar, tree map, pie chart
 - Clustered column chart
 - KPI cards
 - Creating marketing campaign analysis dashboard
 - Exporting to PDF, Power Point
- **Campaign performance**
 - Line and clustered chart and AI explain data feature
 - Scatter chart, bar chart, sunburst chart
 - Creating campaign performance dashboard
 - Using device designer for mobile layouts
- **Create a story and publish to cloud**
- **KPIs by leadership role**

Case study 3: Human resource department

- Introduction to HR case study
- Data connection and loading
- Data preparation and transformation
- **Workforce distribution analysis**
 - Tree map, stacked bar chart, packed bubble chart, pie chart
 - KPI cards
 - Workforce distribution analysis dashboard
- **Drill through report**
- **Employee demographics dashboard**
 - Filled map, heat map, line and clustered column chart, bar chart
 - KPI cards for what-if analysis
- **Employee demographics dashboard**
- **Highlights in Tableau**
- **URL actions in Tableau**
- **Attrition trends and salary drivers**
 - Area chart, side-by-side bars, box and whisker plot, histogram

- **Tool tip visualisation**
- **Attrition trends and salary drivers dashboard**
- **Row-level security**
- **Publishing and sharing**
- **KPIs by leadership roles**

Case study 4: Supply chain department

- Introduction to Supply Chain case study
- Data connection and loading
- **Data preparation and transformation**
 - Data cleaning with Tableau prep
 - Performance optimisation
 - Create calculated fields and aggregations
- **Sales report**
 - KPI card measures
 - Stacked bar chart, area chart, tree map chart
- **Calendar heatmap daily profit pattern**
- **Sales report dashboard**
- **Delivery report**
 - Pie chart delivery status breakdown
 - Stacked column chart, symbol map and stacked column chart
- **Delivery report dashboard**
- **Customer analysis**
 - Pie chart, stacked bar chart, Sankey diagram, line chart with what-if analysis
- **Customer analysis dashboard**
- **Publishing and sharing**

Introduction to Tableau Pulse

- Introduction and demo
- Embed Tableau dashboards in other applications
- KPIs by leadership roles

Programme details:

**Duration**

25 hours

**Format**

Self-paced e-learning

**Fees**

INR 15,000 + GST

For further queries, please contact:

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Programme deliverables

- Extensive course material and case studies
- Quizzes and assessments
- Access to Grant Thornton Bharat LMS for one year
- Query resolution from an expert within 24 hours
- Certificate of completion post final assessment

LearninGT

LearninGT is Grant Thornton Bharat's upskilling service offering. We aim to empower individuals with the most sought-after skills for thriving in today's evolving professional landscape. By leveraging the expertise of industry-leading professionals and innovative teaching methodologies, we help participants acquire the proper knowledge and skills to drive success.

35,000+
professionals
trained

12,60,000+
training
hours

200+
corporate
training
sessions
conducted

350+
batches

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methodology

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solutions with
post-training
support

Access to a
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firms in **150+**
countries
with **76,000+**
people

Among the
largest
fully-integrated
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We are Shaping Vibrant Bharat

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