

Jaipuria Institute of Management, Indore  
organizes  
3-Days Online Faculty Development Programme  
on

# Business Intelligence and Decision Making Using Power BI

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2-4 June 2022

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# PROGRAMME OVERVIEW

The business environment is constantly changing, and it is becoming more complex. They need to respond quickly to changing conditions and to be innovative in the way they operate. Business Intelligence is a broad category of applications and technologies for gathering, storing, analysing, and providing access to data to help enterprise users make better business decisions.

The goal of building a business intelligence solution is to drive better decision making. There is no single solution scenario to describe what a BI Solution looks like. However, there are some broad categories of solutions that describe common approaches to BI solutions. These solutions range from low complexity / small investment (Operational Reporting) up to high complexity / large investment (Enterprise Data Warehousing). The course gives an overview of how business intelligence technologies can support decision making across varied business sectors. These technologies have had a profound impact on corporate strategy, performance, and competitiveness and broadly encompass decision support systems, business intelligence systems, and visual analytics. This training program provides hands-on training on business intelligence functionality that is offered by the Microsoft BI suite of tools, these tools include Power Pivot, Power Query and Power BI.

## PROGRAMME OBJECTIVES

- Summarize the role of Business Intelligence in a business organization.
- Apply relevant conceptual frameworks for effective decision making.
- Apply relevant tools like Power Query PowerPivot and Power BI for data integration.



## INFORMATION FOR THE PARTICIPANTS

- The online FDP is for the faculty members, government & industry professionals and research scholars.
- The online FDP will be held on a virtual platform i.e., ZOOM.
- Participant's registration once confirmed will be informed through mail.

# SESSION PLAN

Training Days	Session-1	Session-2	Session-3	Session-4
Session Timings	10:00-11:30 am	11:45-1:15 pm	2:00-3:35 pm	3:45- 5:15 pm
Day-1	Course Introduction and Software installation	Understanding key concepts in business intelligence.	Characteristics of a dashboard: Types of dashboards Attributes of metrics	The guidelines for designing an ideal dashboard and the common pitfalls of dashboard design.
Day-2	Understanding loading of Data, Basic Power Query Transformation functions	Hands-on Exercise on PowerPivot	Data Modelling	Introduction to Power Query
Day-3	Familiarization with Power BI environment Instruction to concept of Measures Data Types, Split Columns, and Merge Columns	Grouping, Card Visuals, and Conditional Formatting Introduction to Filters and slicers	Date Tables and Calendar Functions Concept of Calculated columns	Creating Dashboards

## Course Fees:

1	Faculty Members	₹800/-
2	Research Scholars	₹500/-
3	Industry	₹2,000/-
4	International faculty/student	USD 50/-

## Fee Payment Details:

1	Bank Name	AXIS BANK
2	Account Name	Jaipuria Indore Fee Collection Account
3	Account Number	913010055532909
4	IFSC	UTIB0000040
5	SWIFT CODE	AXISINBB
6	GSTIN	23AAAT11375E1Z3

# Programme Director:

## Dr Pooja S. Kushwaha

Associate Professor (Business Analytics)  
PhD, MCA, MBA (Computer Management)  
IBM Certified Trainer  
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**YouTube Channel:** [https://www.youtube.com/channel/UCON2wMpfpxVwtQcuFhR6UIg?view\\_as=subscriber](https://www.youtube.com/channel/UCON2wMpfpxVwtQcuFhR6UIg?view_as=subscriber)

## TRAINING AREAS:

Social Media, Database management, Digital Marketing, Knowledge management, E-commerce, Analytics, Advance Excel, Power BI, Learning Management System

**Dr. Pooja.S.Kushwha** is an academician and trainer with more than 16 years of experience in the field of Information Systems. IBM Certified Analytics trainer, have Google certification in the area of Analytics and search engine optimization and digital marketing.

At present, she is working as an Associate Professor (Business Analytics) and Chair-Programme at Jaipuria Institute of Management, Indore.

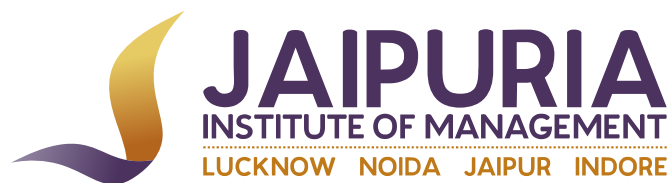
She has conducted various MDP sessions for corporate few are Middle-Level Managers of Clinton Foundation, Women Empowerment for ONGC Women employees, Excel skills for decision making for HD Wires, Skill mantra, PNP InfoTech and Digital marketing for Women Entrepreneurs of Indore.

She has a number of magazine articles, web articles, and research papers published and presented in various national and international journals and conferences to her credit. She is expertise in Advance Excel, Digital Marketing, Social Media Analytics, Knowledge Management and Cloud Computing.

She has conducted a number of seminars all around the country on Advance Excel and Digital Marketing and trained a number of engineering and management students in Cloud Computing and Advance Excel for a career opportunity.

## About Jaipuria, Indore

Jaipuria's journey in education began in 1945 with the establishment of the Jaipuria College in Kolkata. Today, 74 years after its inception, the House of Jaipuria has been delivering superior quality education consistently. It is this unique heritage and spanning 7 decades and 4 generations that sets us apart from other educational institutes. The Jaipuria ethos is focused on creating and nurturing the next generation of thought leaders through intuitive education. This ongoing quest for ensuring academic excellence led us to set up the first Jaipuria Institute of Management in Lucknow in 1995. Established in 2010, Jaipuria Indore is situated in a picturesque location, fully equipped campus having modern amenities to facilitate learning in a digital based business learning environment. Spearheaded by Dr. Prithvi Yadav, the institute goes beyond conventional education methodologies where students are not merely learners but also contributors. The curriculum and the unique teaching-learning processes ensure transformation of its students and empower them with capabilities to build innovative business models and formats. The institute offers 2 years NBA Accredited AICTE approved PGDM program. Jaipuria Group of Institutes has been certified consecutively for the third time as "Great Work Place" by the organization Great Place to Work, India.



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