



Business Process Analysis

Course ID #: 7000-836-ZZ-Z

Hours: 24

Course Content

Course Description:

This course focuses on data storytelling with Power BI, providing participants with an in-depth understanding of how to use data to tell compelling stories and drive business insights. Participants will learn how to use Power BI to model, visualize, and analyze data, and how to create effective data visualizations to communicate insights to stakeholders.

The course covers processes for data storytelling, including identifying and prioritizing key insights, structuring data stories, and using effective visualizations to convey complex data. Participants will also learn how to use Power BI to create interactive reports and dashboards, and how to share their insights with others.

Upon completion of the course, participants will have a solid understanding of data storytelling with Power BI and will be able to use data to tell compelling stories and drive business insights.

Course Objectives:

Upon completion of this course, participants will be able to:

- Model, visualize, and analyze data using Power BI
- Identify and prioritize key insights
- Structure data stories for effective communication
- Use effective data visualizations to convey complex data
- Create interactive reports and dashboards with Power BI
- Share data stories and insights with stakeholders

Prerequisites:

This course is designed for data professionals, business intelligence professionals, and anyone interested in using data to drive business insights. Participants should have a good understanding of core data concepts and basic data management principles. Familiarity with Power BI is recommended but not required.

Target Audience:

The audience for this course is data professionals, business intelligence professionals, and anyone interested in using data to drive business insights. This includes data analysts, data scientists, business analysts, and other professionals who want to learn how to use data storytelling to communicate insights and drive business value.



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Topics:

Each module will have hands-on activities, real-world examples, and assessments to reinforce learning and ensure understanding.

Module 1: Aligning Data Storytelling to Business Processes

- Understanding the role of data storytelling in business processes
- Identifying business goals and KPIs to guide data storytelling
- Understanding the audience and their needs

Module 2: Data Preparation for Data Storytelling

- Best practices for data preparation for effective storytelling
- Techniques for cleaning and preparing data for visualization
- Tips for selecting the right data sources for storytelling

Module 3: Identifying and Prioritizing Key Insights

- Techniques for identifying key insights
- Methods for prioritizing insights
- Developing a data story framework

Module 4: Structuring Data Stories

- Structuring data stories for effective communication
- Using storytelling techniques to engage stakeholders
- Communicating insights to non-technical audiences

Module 5: Effective Data Visualization

- Principles of effective data visualization
- Creating compelling visualizations using Power BI
- Incorporating interactivity into visualizations

Module 6: Advanced Data Visualization Techniques

- Advanced visualization techniques for data storytelling
- Using custom visuals to enhance storytelling
- Incorporating animations and transitions into visualizations

Module 7: Creating Interactive Reports and Dashboards

- Designing and developing interactive reports using Power BI
- Creating interactive dashboards for stakeholder engagement
- Incorporating data storytelling into interactive reports and dashboards

Module 8: Sharing Data Stories and Insights

- Sharing data stories and insights with stakeholders
- Developing a data-driven culture within an organization
- Measuring the impact of data storytelling on business outcomes

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